

APPAREL AND ACCESSORIES

## Gucci taps Billie Eilish for enigmatic eyewear campaign

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*A scene from Gucci's new eyewear campaign film feature Billie Eilish. Image credit: Gucci*

By AMIAH TAYLOR

Italian fashion label Gucci has paired with musical powerhouse and brand ambassador Billie Eilish to promote its spring 2022 eyewear collection.

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With artistic influence from creative director Alessandro Michele, a moody campaign embodies tones of mystery, intrigue and duplicity. Art director Lina Kutsovskaya and photographer Harley Weir also lent their talents to the spot, which debuted on Sept. 6.

Seeing double

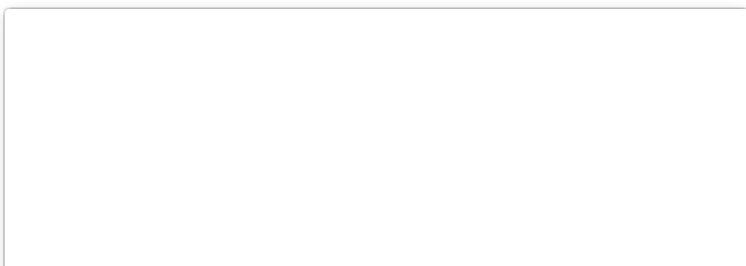
The promotional film, titled "Billie Eilish in the Gucci Eyewear Campaign" on the brand's YouTube page, begins with paranoid and bleak music.

Ms. Eilish drives a blue vintage automobile in oversized Gucci sunglasses and a monochromatic black outfit.

Elements of the car's aesthetic like the chrome wheels, the metal steering wheel and glossy painted exterior, are emphasized. At one point, Ms. Eilish looks behind her as if checking for a voyeur that's hidden from view.

Continuing to drive with a manicured hand, Ms. Eilish peers over her shoulder at the antagonist. The music begins to reach a more climatic and desperate tone, signaling both urgency and the potential for danger.

The hot and frantic pursuit continues, as the driver of a pink vintage automobile is determinedly following Ms. Eilish to an unknown destination.



[View this post on Instagram](#)

A post shared by @gucci

### *Singing sensation Billie Eilish behind the wheel in a new Gucci campaign*

Under the veil of night, Ms. Eilish pulls up to a secluded hill overlooking twinkling city lights. The pink automobile pulls into the same abandoned parking area and is revealed to be none other than a duplicate of Ms. Eilish.

The twin turns to Ms. Eilish in a pair of pink cat-eye sunglasses and pointedly tells her, "I love you." Ms. Eilish responds in turn, affirming her love for her twin, or perhaps the disparate but wholly authentic parts of herself.

One version of Ms. Eilish is outfitted in dark sleek colors, perhaps representing masculinity and stoicism. Her other half is dressed in a decidedly pink, traditionally feminine ensemble, perhaps alluding to how dual personas can inhabit the same body.

According to the Italian fashion house, eyewear can reflect one's image in an expanded way, enabling more than just superficial ideas of the self.

His, hers and theirs

The multifaceted nature of womanhood has been a topic of interest for luxury brands as of late.

British fashion label Burberry explored the freedom of femininity in its autumn/winter collection ([see story](#)). In a mesmerizing video vignette, Italian fashion house Miu Miu also explored femininity in a recent campaign featuring Emmy-nominated actress Sydney Sweeney ([see story](#)).

Gucci, in particular, is no stranger to stepping up to the plate and creating platforms for discussions on femininity, feminism, and gender equality. The Kering-owned brand recently held a virtual Chime for Change gender equity summit featuring celebrities and activists like actress and activist Amandla Stenberg, labor rights activist Dolores Huerta and lawyer and abortion rights activist Paula Avila-Guillen ([see story](#)).

While exploring femininity and the many vantage points of womanliness has ensnared some fashion houses, others are taking distinctly different approaches to gender.

Gender fluidity in advertising is becoming increasingly common in response to the increasingly nonbinary identities of millennials, Gen-Zers and other youthful consumers.

Some luxury designers like French fashion house Louis Vuitton even seek to blur the lines between femininity and masculinity, with playful campaigns ([see story](#)). In the past, BMW has also explored the fluidity between binary genders ([see story](#)).