

APPAREL AND ACCESSORIES

## Gucci oozes vintage allure in latest eyewear campaign

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*An image from Gucci's latest eyewear campaign. Image credit: Gucci*

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By AMIAH TAYLOR

Italian fashion label Gucci goes optical and enigmatic in a new eyewear campaign.

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The latest Gucci eyewear campaign, released on Sept. 14, was shot by photographer Harley Weir and the creative direction came from art director Lina Kutsovskaya. The spot embodies a young, eclectic and lighthearted approach to luxury eyewear.

Maybe it's my age, but I don't get the campaign film," said Pam Danziger, president of Unity Marketing, Stevens.

"To my eyes, it seemed too self-involved and conspicuously self-important," she said. "I was hoping for a fun take on glasses, something that would make me smile rather than cringe, or something clever, like the recent Exquisite Gucci Campaign."

"Of course, I am only a sample of one and it doesn't get my vote, though over 200 of the nearly 3,000 who've viewed it so far give it thumbs up, I think Gucci can do better."

Chic sunglasses

The campaign begins with a slender model with heavily contoured cheeks sitting in a vintage car. Having donned a pair of Gucci frames, she looks sleek and modern.

Against the backdrop of the blue summer sky, "Gucci" appears in bold white text on the screen. Through the rearview mirror, viewers can see the protagonist's eyes shielded by black lenses and the shadow of an unknown figure.

*The latest "Gucci eyewear" campaign film*

As this second person audibly approaches the vehicle in high heels, the click and clack of their heels reverberates off the asphalt. In a plot twist, the second woman who approaches the vehicle and seductively leans over is the original model.

Seeing double, the model stares at her duplicate. Her twin kisses the windshield, leaving a lipstick mark and pouts her lip as a cheeky goodbye.

Craning her neck, the original model tries to get a better look at her alternate self as she struts away.

The next scene is two models, a blonde woman and a dark haired man in a shared vehicle after dark. On a hillside parking lot overlooking the city lights, the models lean forward for a romantic kiss.

[View this post on Instagram](#)

A post shared by @gucci

#### *A scene from the Sept. 14 "Gucci eyewear" campaign*

Before their lips can meet, the affectionate gesture is interrupted by the sound of an engine revving. In a landscape shot of a lustrous vintage automobile, the viewer watches the two models zoom down the street in a beautiful blue car from a bygone era.

In the final scene, a brunette model in Gucci glasses arches her back and slowly slides down the driver's seat of her convertible. Turning towards flattering orange sunlight, she stares blankly and then "#GucciEyewear," flashes onto the screen with a sense of finality.

#### **#GucciEyewear**

The latest Gucci eyewear campaign comes just a week after the renowned Italian fashion house released an optical campaign starring musician Billie Eilish (see story). Following similar themes of duality, Ms. Eilish was confronted by another version of herself in the campaign film, who amorously told that she loved.

Gucci has been leaning into vintage visuals as of late. The Italian fashion label recently debuted a powder blush in a campaign that was an ode to the feather boas and bright makeup of the 1980s (see story).

The Italian fashion label also channeled vintage cinema by commemorating the work of the late American film director Stanley Kubrick, in the Exquisite Gucci campaign (see story).