

APPAREL AND ACCESSORIES

Gucci channels poetry in equine-centric campaign film

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Chinese singer and actress Chris Lee stars in Gucci's new campaign film. Image credit: Gucci

By AMIAH TAYLOR

Italian fashion label Gucci is channeling a chic equestrian aesthetic in a fresh excerpt from its ongoing brand narrative.

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In its latest release of a series which odes the House's archive-inspired signature lines, "Mind Travellers" features global brand ambassador Chris Lee embarking on a journey that is as metaphysical and introspective as it is outwardly transformative. Directed by Zengwei Shen and captured by Greg Jiajie Lin, the Gucci Horsebit 1955 bag is emblematic of freedom and the poeticness of being one's true self in the video's vivid dreamscape.

Dream-like wonder

Viewers are treated to an amalgamation of imagery and poetry as they take in Gucci's new campaign film.

The spot begins with singer and actress Ms. Lee in a bold red pantsuit and a black Gucci Horsebit 1955 bag, staring into the vast mountain terrain of its settings with a sense of wonder.

From the side-view mirror of a vintage car, Ms. Lee is seen opening a car door and sliding into the automobile's backseat. With rose-colored lipstick and a pair of tinted lenses, Ms. Lee looks pensive yet hopeful gazing through the open window.

The "Odes to Passion with the Gucci Horsebit 1955 / Mind Travelers" campaign film

Green scenery and trees whiz by as the camera shows the quick movement of vehicles driving through nature. This visual is accompanied by delicate orchestral music.

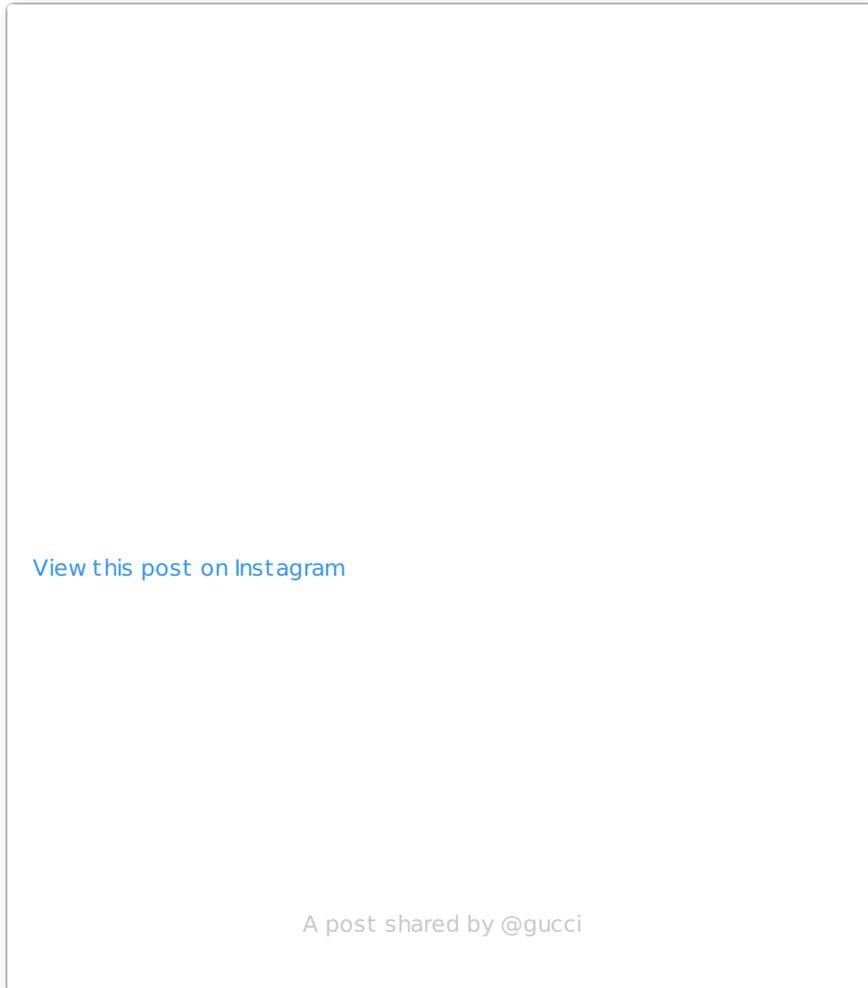
"When I turn passion into an everyday matter," says an omniscient narrator in their first line.

A sole wooden guitar and a white stallion are quickly shown on screen, along with a brief visual of galloping white horse hooves.

"It becomes the flame in a glass of water," the poet-narrator continues.

Appearing contemplative, Ms. Lee continues to peer outside of the window to take in the black asphalt of the road and the continued imagery of a wild white horse. The stallion seems to elude to the animal inside all of us, yearning to be free and uninhibited as we race toward our desires.

With her head tipped back, eyes closed, Ms. Lee fully immerses herself in the present moment and indulges in the gentle warmth of sunlight.



A model is present with a white horse and a matching Gucci Horsebit handbag

"Descended from the sky," the narrator says. "Heading towards the unknown."

In a circular view, the camera follows Ms. Lee as she encircles the car in a dreamlike continuum. With an outstretched hand, Ms. Lee points to a shooting star.

"When I turn passion into a memory," the narrator says.

The camera rotates in a nonsensical manner, leaving the viewer with the distinct effect that gravity and flat surfaces have begun shifting into an unknown state of controlled chaos.

"Even the sun cannot replace its brilliance," the narrator says.

Ms. Lee spins around and twirls the black Gucci Horsebit 1955 bag in sync as the camera blurs. She smiles indulgently, then reenters the backseat of the vintage automobile.

"#GucciHorsebit1955" flashes onto the screen in bold white text against a verdant mountainous backdrop. When Ms. Lee firmly closes her car door with a sense of finality, the film ends.

Wordy allure

Gucci is not the only high fashion label using the power of narrative to create compelling campaign content.

Italian fashion label Valentino recently delved into the world of literature with a new narrative collection and a book release from luxury publisher Assouline ([see story](#)).

With a special nod to book lovers, luxury cruise line Cunard also hosted a Literature Festival at Sea earlier this year ([see story](#)).

Meanwhile, Kering-owned Italian fashion house Bottega Veneta also drew direct inspiration for literary aesthetics from popular New York City bookstore The Strand, producing several chic reinterpretations of its tote bag ([see story](#)).

Moreover, Swiss watch manufacturer Audemars Piguet and luxury publishing house Assouline are celebrating the 50th anniversary of the brand's Royal Oak watch with a dedicated book, available for pre-order as of this month ([see story](#)).

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