

APPAREL AND ACCESORIES

Ryan Gosling vouches for vagabond luxury in #GucciValigeria

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Actor Ryan Gosling carts *The Savoy* collection around for Gucci's latest effort. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci's Savoy collection serves as a portal into the unknown and a nod to the brand's heritage in a new star-studded spot.

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A renaissance man of sorts, actor, screenwriter, director and musician Ryan Gosling is the face of Gucci's latest luggage campaign titled in a nod to the brand's well-traveled origins. The term "Valigeria," meaning "leather goods store or factory" in Italian, speaks to Florentine founder Guccio Gucci's humble beginnings as a porter at The Savoy hotel in London at just 17 years of age.

"[The Gucci Valigeria campaign] is brilliant," said Allen Adamson, cofounder and managing partner at [Metaforce](#), New York.

"Luggage is a category that's really hard to break through, [but] the film is incredibly well done," he said. "It is grounded in a well-done story, great music and an engaging film, and is integrated nicely into social media and across the site.

Mr. Adamson is not affiliated with Gucci, but agreed to comment as an industry expert.

#GucciValigeria

With its latest drop, Gucci accents the aspirational, proving travel is just as much an exercise of the mind as it is physical. Mr. Gosling takes viewers on a present-day journey in a new video excerpt featuring picks from Gucci's honorarily-named Savoy Collection.

The spot begins in wanderlust: its protagonist shows early signs of his transient existence, removing a cowboy hat amid a seedy hotel room before peering into a rectangular suitcase of a strange, blush-toned celestial gradient.

British photographer and film director Glen Luchford directs #GucciValigeria

Plagued by its supernatural properties, the case is quickly slammed shut as the star attempts to shake off its splendor. He looks about, first left, then right, before appearing in a new scene at the trunk end of a trunk-filled pickup truck.

Off he goes.

Performed by artist Heart, the sounds of "Magic Man" color the first few steps of his journey.

"The way it unfolds where you don't know what [the video] is about in the beginning, is just a very clever way to bring the magic piece in," Mr. Adamson said.

Part of the House's wider Gucci Valigeria travel selection, the Gucci Savoy Collection blends classic and contemporary elements, distinguishable by heritage-infused design elements like the GG monogram and Web stripe, and available in soft and hard-sided options.

"Travel for Gucci was never purely physical," said Alessandro Michele, creative director at Gucci, in a statement.

"Gucci is the brand that accompanied the artists, writers, actors, and directors of Hollywood on their journeys," he said. "This is why I wanted the advertising campaign to recount a situationist dimension where the protagonist traverses a 'non-place' that is first and foremost a mental place, the same as those who, in the past and present, choose Gucci because they grasp the significance of creativity used to build imaginary places.

"And it is for this reason that a Gucci suitcase appears as a magical suitcase."

A magical suitcase indeed.

Nearing the halfway mark, the spot transitions into a showcase of Mr. Gosling's rebellious ride. Gucci trunks in tow, the actor enjoys what appears to be an American classic fries and a soft drink straight off of the dash.

A split scene reveals Mr. Gosling centers his motel-like accommodations, engrossing himself in a solo game of cards. He chucks a card across the room into a frame of stacked luxury containers.

Much action is packed into the film's first half, but a beach scene marks its crossing.

"But I could not run away at sea," sings the spot's soundtrack, as Mr. Gosling appears upon a beachfront, handling an overflowing collection of trolleys, hard and soft suitcases, duffle bags, trunks, hat boxes and beauty cases from the beloved brand.

He lugs a huge Gucci case across the sand with squinted eyes, compensating for the overbearing sun that reflects off of the chosen terrain.

Mr. Gosling squats down low, positioning himself afront the largest item of the bunch in a shot that beautifully captures actor and travel apparatus "eye-to-eye", moments before a plot-shifting decision is made.



Artisanal luggage surrounds Mr. Gosling, moments before his admittance into the unknown. Image credit: Gucci

In an act parallel to the spot's start, the actor opens the case and peers through the narrow vessel. This time, instead of a dotted space sky, he finds himself at the head of a portal into a dark unknown.

And, this time, he lends his curiosity some leeway, proceeding ahead.

In a last bid for the brand, Mr. Gosling briefly turns back from the mysterious portal domain, grabbing a hard-bottomed Gucci duffel off of the ground.

The bag sways from his grasp as he makes his way into the abyss.

"[Gucci's content is compelling due to] all the subtleties starting in a bizarre cowboy look, [then] ending up looking like the luggage and walking into the luggage," **Metaforce's** Mr. Adamson said.

"Of course, they tie [the video's plot] to the authentic Gucci story of how it was started by a porter," he said. "It is cool, edgy, young, adventuresome, magical, unexpected."

Gucci x Gosling's luxury lessons

Gucci's latest campaign presents marketers with a master class in celebrity engagement.

First, the selection of Mr. Gosling signals that Gucci is quite clear on its target.

"The target is someone who can afford to buy Gucci bags... it's clearly an upscale target, which makes Ryan a good choice, but also reinforces that [the target] is a sophisticated buyer," [Metaforce's](#) Mr. Adamson said.

"If he was just standing there holding a Gucci bag saying 'I love this bag,' it doesn't work on a very sophisticated audience," he said. "This piece of film they have crafted, with the music and the story, nails what it takes to be successful with the high-end market."

The decision to root Mr. Gosling's participation in the nature of his work as an actor, building out a role and world that he embodies with ease, is also expert.

"Gamblers are seen as adventuresome people, with him flipping the car, and cowboys are seen as adventuresome people," Mr. Adamson said.

"The way he was living, in a hotel room and on the beach," he said. "[The spot] captured that irreverent bad boy, and bad boys are great for selling women on luxury items."

Mr. Gosling does embody a fairly rebellious spirit, with attributes lifted from Las Vegas to cowboys of the American West. Gucci, however, presents these archetypes in a unique manner primed with storytelling, and not just selling.

Q2's most sought-after brand ([see story](#)) has a way with balancing these types of celebrity cameos and creative narrative presentations ([see story](#)).

"[Mr. Gosling] does not just say 'buy this because I use it,' which is the way most celebrities do it, but [the spot] allowed the celebrity to act and to be more authentic, and the story makes the bag feel like everything that [the customer] wants it to feel," Mr. Adamson said.

"I'd give them an A+ for really using a celebrity in the right way, not just riding on what the celebrity stands for, but putting the celebrity in a story that lets the celebrity act, and not just shill."