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Gucci seeks time well spent with treasured talent for milestone drop

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With more than 50 years of watchmaking backing the brand's contemporary debut, Gucci's newly-colored timepieces continue to prove worth the wait. Image courtesy of Gucci

By AMIRAH KEATON

Italian fashion label Gucci is marking the fruition of its first in-house calibre with a new campaign starring actress Jessica Chastain.

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In a creative execution, the Oscar-winning talent takes on a 50-year-long watchmaking milestone using language and lighting sure to excite. Though the brand's latest breakthrough accessory has yet to launch online in its pink, blue and aluminum varieties, the ultra-thin build and sharp details of the Gucci 25H shine through its latest spot.

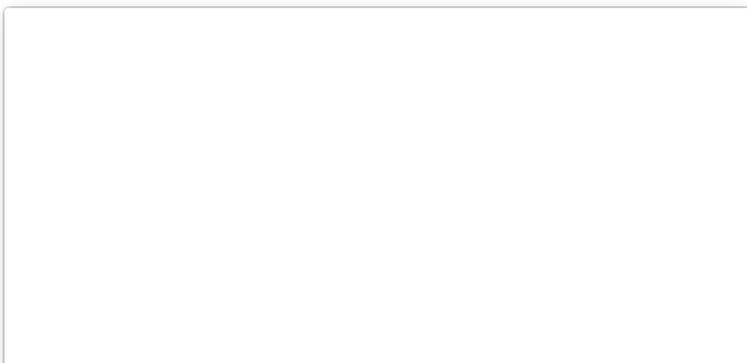
New movement marks the moment

A 50-year watchmaking journey signals that Gucci 25H was well worth the wait.

Time spent conceptualizing internally, versus co-creating with external partners as in the case of previous accessorial iterations of the time-keeping variety, has yielded a solid result, as Gucci's bright apparatuses appears to have been born of time well spent.

The luxury leader's supporting ad effort features Ms. Chastain's musings on #Gucci25H.

"It's Gucci time," she spills, in a teaser video posted to the brand's social media ahead of the rollout.



[View this post on Instagram](#)

A post shared by @gucci

In a fuller spot, the star expands, dancing with themes of desire, the space between chance and certainty, and the rejection of time's ultimate enemy – routine. A spinning timepiece starts the show.

"It is time I seem to dance with," she states.

"It is a necessity I feel," she says. "It is mystery that excites me.

"It is its conclusion that scares me."

Gucci's campaign video stars the red-headed actress and her novel accessory

As Ms. Chastain utters off a list of time-associated sentiments, she dons Gucci's new watch.

Sharp lines match a bracelet that blends with the Gucci 25H face. The 40mm accessory's contrasted finishings and designated subtleties are completed by a GG727.25 calibre mechanism.



Face matches bracelet on Gucci 25H's aluminum pink variety. Image courtesy of Gucci

The timepiece takes design inspiration from sleek architecture, interpreted through the house's expert watchmaking lens.

"Then there's...the dance, that I dance, all of the time," she continues.

"Either way, [it is] Gucci time."

Ms. Chastain's carefree laughter ends the clip. Head tilted back, with the camera fully panned out, she collapses onto the floor, adding a sense of realism and relatability to an otherwise stoically suggestive spot.

Between its forward tone and sensational star, creative director Alessandro Michele's latest masterpiece and promotional pairing stands out.

Movement magic

What Gucci's latest hit may lack in brand narrative, in terms of communicating the details behind the significance of the first-time movement moment for the brand public-facing, it makes up for in aspirational ambiance.

Reaching back in time, the brand's first few go-arounds with timepieces were notably innovative in advertising

approach.

The Italian fashion house targeted young music enthusiasts through a Myspace page dedicated to its 2013 release, the unisex Gucci Sync timepiece, almost a decade ago ([see story](#)).

It seems that now, Gucci is increasing ownership of end-to-end production, in a move that may produce greater affinity from experts, higher margins from affluent and tighter design implementation from its team, the latter of which is reflected in the sophisticated structure of the brand's new release.

Timepiece campaigns' connection with female leads has thrived as of late, serving as luxury's lane of choice.

Swiss watch manufacturer Zenith has gone live with a vignette for its "Dreamers" platform, which aims to upraise women, and Estonian professional tennis player Anett Kontaveit is its latest face. She shares her inspirations in a campaign continuation video which could work. to usher in younger consumers ([see story](#)).

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