

APPAREL AND ACCESSORIES

Gucci campaign infuses skateboarding with extraterrestrial glamour

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Perhaps as a nod to the Gucci Twinsburg collection, "Palace Gucci," included multiple sets of twins. Image credit: Gucci

By AMIAH TAYLOR

Italian fashion label Gucci is delving back into the Gucci Vault, launching a new collection that errs on the side of royal.

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Under the umbrella of Gucci Vault, creative director Alessandro Michele has invited the founders of Palace Skateboards, Lev Tanju and Gareth Skewis, to design a new collection. Beginning on Oct. 14, the fashion house has begun promoting the forthcoming collection, "Palace Gucci," in collaboration with Palace Skateboards on its Instagram.

Aliens, skateboarders and puppets

The "Palace Gucci," campaign film which aired on Friday, was envisioned by art director Max Siedentopf. The surrealist spot begins with the words "Palace Gucci," appearing on the screen.

A floating yellow building casts shadows on the people and buildings underneath as it floats into view.

"People of Earth, you are the chosen ones," says an omniscient narrator. "Palace Gucci is here."

In the fantastical world of the "Palace Gucci," campaign film, humans mingle with puppets, aliens and animals

A blue-eyed model glances upward, awe-struck by the sight of the gravity-defying building. A man with spiked hair and a shirt covered in large strawberries makes an announcement to the shocked people below from the suspended building.

"Sorry we're late, traffic was a nightmare," he says.

A man in a long gender-inclusive skirt floats down from the sky in a red umbrella from the "Palace Gucci," collection with a suitcase in hand. As the camera pans away from him, the man with the umbrella appears to land on the water of a private pool.

At a pool soiree, well-dressed young people mill about and flash smiles at one another. In the next scene, a house party rages on, complete with dancing and chatting.

[View this post on Instagram](#)

A post shared by @gucci

"Out of Space" performed by The Prodigy is the musical soundtrack for the new "Palace Gucci" campaign film

Five identical women appear on the screen in the exact same monogrammed outfit. The viewer is left to wonder if the women are quintuplets or simply the result of an ocular distortion.

A full blown alien is amidst the partygoers, and he points around the room with his long spindly limbs. Because of his lack of clothing, the viewer can see the lines of its ribcage as its gaunt hip bones as he dances in the crowd.

At a dinner table dressed with a stark white table cloth, several people eagerly wait for a meal. Under a silver dish, a skateboard is revealed in a commanding cloud of dry ice.

The viewer is then shown a room full of wide-eyed black cats which linger on stairs as models pose suavely.

The viewer is then left to absorb images of skateboarders successfully performing tricks and other stunts on a flatscreen television. A panting white poodle watches the skateboarders with interest as the party continues in another scene.

After the credits roll, it is revealed to the viewer that the entire spot was a video with another concept. The "Palace Gucci," campaign video is then applauded by colorful puppets with accessories like feathers, earrings and sunglasses.

"It's got drama, romance, fashion," a giant bee puppet says. "I don't know about you guys but I'm buzzing on it."

The spot ends with all of puppets chanting, "PalaceGucci," repetitively and a final hashtag, "#PalaceGucci" flashes onto the screen with a sense of finality.

The reimagining of Gucci

Gucci is a fashion brand that maintains relevancy through adapting to the evolving and ever-changing desires of modern day consumers. The Italian fashion company has operated as a chameleon in recent months, championing vagabond luxury in one campaign ([see story](#)) and vintage aesthetics in another ([see story](#)).

The fashion label keeps its audience on its toes by aligning its visuals with an equestrian chic aesthetic in one campaign ([see story](#)) and then infusing the next with Neo-Tokyo overtones and fairytales ([see story](#)).

The irresistible pull of Gucci lies in its versatility and unpredictability, these qualities have made it a historic consumer favorite for years on end.

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