

APPAREL AND ACCESSORIES

Gucci grabs eyes and impressions with pet portraiture for latest lifestyle campaign

October 21, 2022



House codes come to life as art director Max Siedentopf captures the cats and dogs in Gucci's pet clothing and accessories. Image credit: Gucci

By AMIRAH KEATON

Italian fashion label Gucci is revisiting the magic of individuality with man's best friend.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Creative director Alessandro Michele has no intention of excluding all guests of a house from his elaborate vision for house guests, as evidenced by his latest push. Namibian-German art director and photographer Max Siedentopf captures the cats and dogs in crafted pet clothing and accessories, going to great lengths to expand the house's lifestyle category.

Pet Personality

Gucci's new campaign proves there's no limit for Mr. Michele when it comes to remixing house codes collars, coats and carriers included.

Through his portraiture, Mr. Siedentopf schools audiences on the art of capturing various pet personalities.

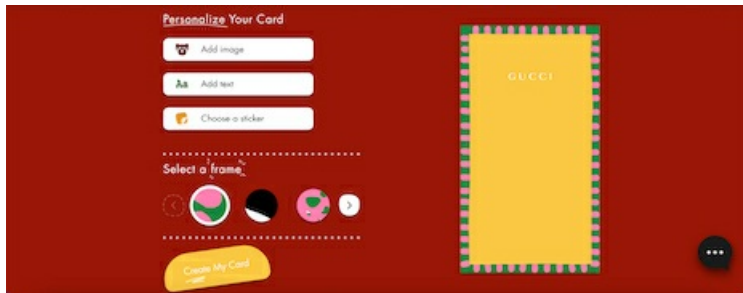


The full capsule of ready-to-wear, accessories, and decor objects is now available online and at select stores worldwide. Image credit: Gucci

Under an ethereal haze, or dream-like patina as the brand aptly calls the photography style, a lineup of lucky house guests have their photos taken.

The range of expression lensed is impressive, considering the fairly abstract nature of the task at hand.

In addition to the personality-filled photography, Gucci has dedicated space online to a standout site activity lending card-making capabilities to customers.



Gucci's personalized pet greeting online activation. Image credit: Gucci

A microsite gives owners a forum to create a customized design featuring their furry friends, with options to print or share digitally.

Spectators were also handed a gift in the form of an action-packed campaign video earlier this year.

A corgi jumps out of a bright yellow doggy door, in an opening frame.

Throughout, a black-and-white Papillon perches atop a bed with a direct-to-camera gaze, Cavalier King Charles Spaniels fill circles cut out of a surface in one of three signature brand colors, and a trio of dachshunds emerges from monogrammed duffels.

The Gucci Pet Collection campaign video

In a way, the disparate dog and cat cast do display their own distinct personalities, as each integrates items like leather air tag holders for the trackable tool, intended to be attached to Gucci's pet collars, also for sale, as well as pet coats and homewares, such as expertly-designed bowls and beds.

These range in retail price, from \$220 - \$460 for the smaller accessories to \$810 - \$930 for closet additions, and \$615 into the thousands for decor.

Gucci's "Geometric G pet bed" will run its owner upwards of \$7,500.

The full capsule of ready-to-wear, accessories, and dcor objects is now available online and at select stores worldwide.

Social media support

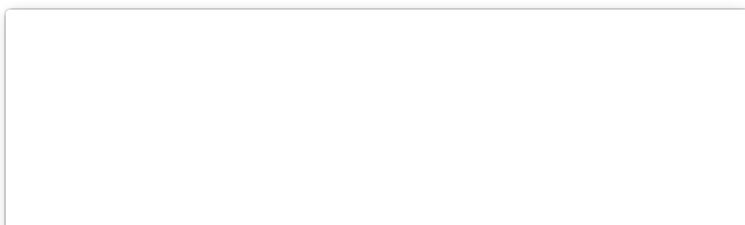
Though a designer dog outfit may strike the mind of a viewer as impractical upon initial sighting, perhaps the tension between practical and personal is where the collection's true magic lies, as is often the case with the high-end lifestyle category, which plays towards emotion inherently.

Ultimately, no luxury item is truly necessary per se, but conspicuous consumption remains unconcerned with function alone.

One could argue that Mr. Michele's penchant for pet dressing captures the ultimate essence of the category's ethos.

For proof of humankind's inability to resist a favorable reaction to images of these counterparts taking on traits traditionally associated with their owners, look no further than publicly-visible social metrics present on the brand's Instagram page.

Engagement for Gucci Pet posts is outpacing previous releases, and not by an inconsequential margin.



[View this post on Instagram](#)

A post shared by @gucci

The brand's last three static posts, including superstar musician Lizzo, a gallery of repeat red carpet muses Jodie Turner-Smith, Natasha Lyonne and Park Chan-wook, and Global Brand Ambassador Mina Shin averaged 27,100 likes and 377 comments.

Canine and cat content far exceeds those of friends of the house, at an average like count of 66,000 likes, with comment counts in the high hundreds.

One post which features a prominent profile has garnered 118,000 likes and counting, at time of publication.

Following the fall 2021 pet product launch and previous video release ([see story](#)), Gucci's new layer of portraiture adds a fun element to its lifestyle offerings, which also include home decor ([see story](#)), among other lines.

The interest in luxury lifestyle could also be indicative of lingering pandemic impacts on consumer behavior, as shoppers transitioned to more home-centric stles of living, guided by greater focuses on well-being ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.