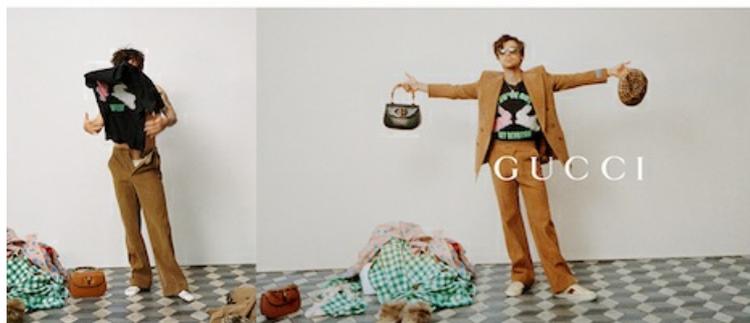


APPAREL AND ACCESSORIES

Harry Styles wears his collab with Gucci in new campaign

November 4, 2022



In the photos and video by Mark Borthwick, Mr. Styles is seen playing with everyday elements of life such as a chair, plant and couch, touching on the lighthearted vibe of the collection, which explores masculinity in an unconventional way. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Gucci recently unveiled its new campaign for the HA HA HA collection, a collaboration between the house's creative director Alessandro Michele and English musician Harry Styles.

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The singer also stars in the campaign.

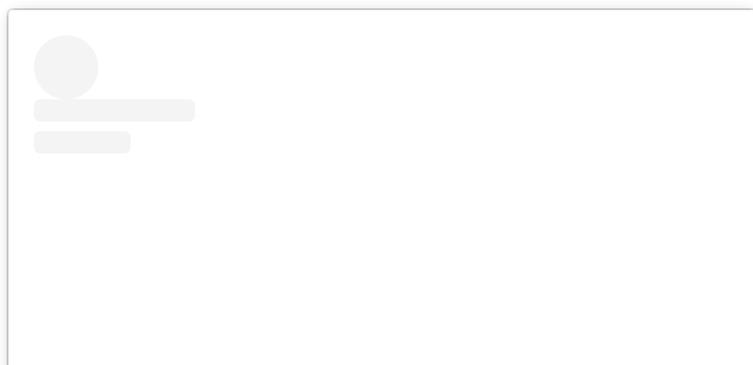
"I'm so happy to see this project finally come to life," Mr. Styles said in a statement. "I've known Alessandro for years now, and he's always been one of my favorite people.

"I'm always inspired watching him work, so doing this collaboration with my friend was very special to me.," he said.

Dynamic duo

Gucci's Mr. Michele asked Mr. Styles to help prepare a "two-headed" collection HA represents the duo's initials and the results were presented in June.

The campaign features Mr. Styles wearing the collection's jackets, formal suits, Prince of Wales coats and many accessories such as hats and bags, including a star turn from a Gucci Bamboo 1947 bag.





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A post shared by @gucci

In the photos and video by Mark Borthwick, Mr. Styles is seen playing with everyday elements of life such as a chair, plant and couch, touching on the lighthearted vibe of the collection, which explores masculinity in an unconventional way.

The campaign's theme is "liberated vanity," and imagines a men's world that is avant-garde and in which a "dream wardrobe" is worn every day.

As the face of the campaign, Mr. Styles embodies the ethos of the collection a masculine transformation of sorts.

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