

APPAREL AND ACCESSORIES

## Gucci x Adidas' aprs-ski effort embraces alpine luxury

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*Adidas lends its athletic cachet to the Italian fashion brand's wintersportswear collection and whimsical campaign. Image courtesy of Gucci*

By AMIRAH KEATON

Italian fashion brand Gucci is getting in on seasonal style trends, as resort wear proves all the rage amid luxury circles.

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Presented in partnership with German sportswear brand Adidas, a collection fit for alpine affairs is central to the House's latest campaign. Alongside apparel, the brand has collaborated with a luxury travel brand on a set of hardshell suitcases the accompanying luggage is a true match for Gucci's Aprs-Ski aesthetic.

"After [pandemic-related shutdowns] people want to travel, to spend time outdoors in nature, to enjoy sport," said Mario Ortelli, managing partner at **Ortelli & Co.**, London.

"Therefore, not surprisingly, skiwear is one of the key themes of this season with capsules from the major brands Louis Vuitton, Giorgio Armani, the list goes on and high profile collaborations like Gucci-Adidas, or Italian fashion label Emilio Pucci and [heritage Alpine skiwear brand] Fusalp."

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

Gucci goes for gold

Former creative director Alessandro Michele aside, the Aprs-Ski effort features overarching art direction from Britain-based creative Christopher Simmonds.

Multidisciplinary artist Akinola Davies Jr. directs the video excerpt, wherein, aptly set to the tune of "Aprs Ski" by Canadian singer Celine Lomez, a cast of characters is shown veering off the beaten path, luggage strapped to the hood of their vehicle, in an opening scene.

*Gucci's cast of characters set out on a mountainous adventure for Aprs-Ski*

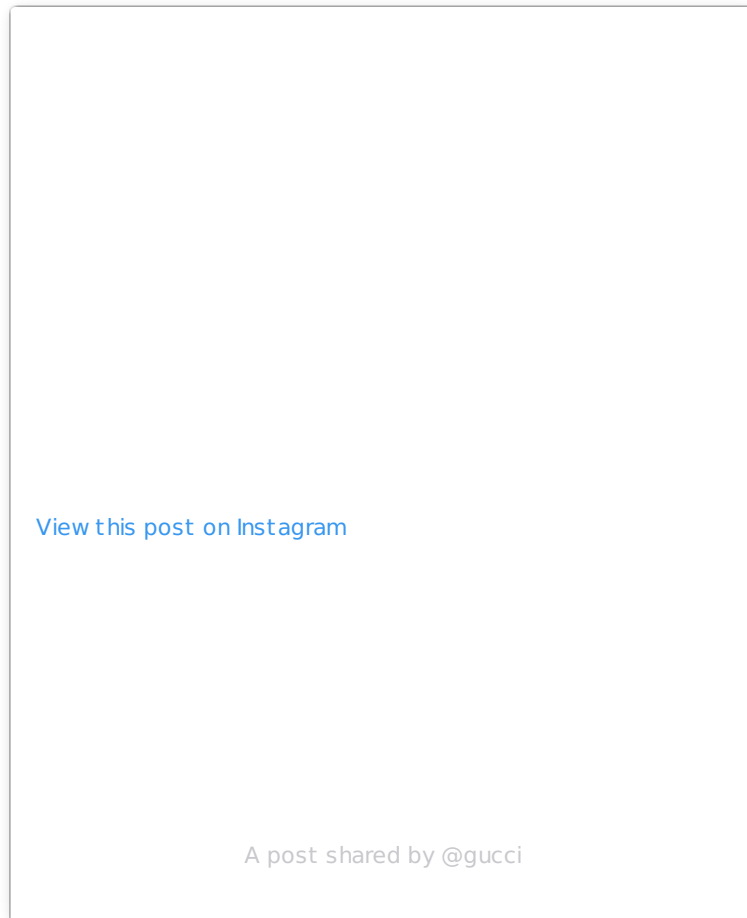
Coordinated skiwear-inspired sets, updated handbag iterations, slope-ready puffer jackets, lug-soled footwear and more comprise the cold-weather collection, and Gucci's signature GG monogram joins Adidas x Gucci emblems, making appearances as capsule embellishments.

Pieces are worn inside just as voraciously indoors amid cabin lodging as they are outside.

Models mill about in the collection, not a lift in sight.

One coyly breaks open a book, "The Challenges of Skiing," with feigned interest. Another pair sit for hot drinks in fashionable capsule headbands.

In fact, Gucci certainly seems to be positing its athleisure proposal to lean closer to the leisure end of the spectrum. This premise becomes even more evident throughout stills captured by campaign photographer Mark Peckmezian.



In a sea of luxury ski selects, it is perhaps this facet that gets at Aprs-Ski's value proposition.

Gucci's 'Valigeria' vision

Apparel aside, Gucci's mountainous marketing materials also continue the brand's "Valigeria" travel narrative, 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.

Actor, screenwriter, director and musician Ryan Gosling was the face of Gucci's last heritage exercise, in which the brand's Savoy collection serves as a portal into the unknown for the star-studded spot ([see story](#)).

With this in mind, one element that expertly sets Gucci's ski campaign apart involves the launch of new aluminum hard-sided trolleys, created in collaboration with Italian luxury luggage maker FPM Milano.



*Gucci's new aluminum hard-sided trolleys were created in collaboration with the Italian luxury luggage maker FPM Milano, and are distinguished by the GG monogram. Image courtesy of Gucci*

"Luggage is relevant for all the consumer clusters, conveying the idea of adventure and exclusivity, given the high price point," Mr. Ortelli said.

"We have seen a recent push of the mega brands in this product category advertising campaigns e.g. Louis Vuitton with Ronaldo-Messi ([see story](#)) and collaborations e.g. Italian fashion company Moncler and LVMH-owned German luggage brand Rimowa ([see story](#)).

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