

APPAREL AND ACCESSORIES

## Gucci goes global with Valigeria concept, digital campaign drops

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*An installment of Gucci's Making-of series shows the brand's Savoy Trolley coming together in a stop-motion short. Image credit: Gucci*

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By AMIRAH KEATON

Italian fashion label Gucci is exhibiting a refreshed retail focus, one that leans heavily into the house's history and heritage.

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A new Gucci Valigeria location pairs well with related digital drops released over the course of the last few weeks, including a "savoir-faire" showcase in which the brand's Savoy Trolley comes together. Throughout the content, Gucci Valigeria's ascension into an era of global expansion is made clear.

### Savoy scenes

Having just opened a set of doors in France's capital, the family-run business very much appears to be doubling down in the travel category.

After a year of promotional posturing with campaigns and a presence largely comprised of pop-ups, the arrival of the house's first permanent Gucci Valigeria boutique at 229 Rue Saint-Honor hub dominated headlines last week.



*Storefront of the new dedicated Gucci Valigeria shop at 229 Rue Saint-Honor in Paris. Image credit: Gucci*

Trunks, trolleys, and duffels fill the frame of Gucci's two-story window display. Inside, styles that anchor Gucci's Savoy collection comprises inventory.

Larger picture, the opening worked to contextualize a series of recent drops, which now register as part of a concerted effort from the Italian favorite to lean into its legacy.

For an episode of the brand's "Making of" series, for instance, director and frequent creative collaborator Max Siedentopf captures the sound artisanship behind a Savoy suitcase, tracing the object through a detailed construction process as viewers bear witness.

*A Gucci Savoy suitcase stars in an intricate episode of "Making of"*

From start to finish, disparate portmanteau parts are manufactured and assembled. The short, edited stop motion style, is marked by a mix of artisanship and artistry high-tech machinery.

In certain shots, technology is clearly on display. Green laser beams mark the outline of the bag's leather components, while other apparatus' round luggage corners and perfect cuts.

Others display an unmatched caliber of creative direction.



*The short, edited stop motion style, is marked by a mix of artisanship and artistry high-tech machinery. Image credit: Gucci*

Luggage tags blink open to display a centered Gucci logo, zippers appear to move of their own volition. One skillful take features a fully-opened suitcase – its flowery contents pop out in this frame.

The video's premise is quite simple, lifting the veil on factory operations, yet complex in the amount of attention allotted for each individual travel masterpiece. In this way, Gucci covertly imparts its high production standards into the minds of viewers.

A separate but related collaborative project with GQ Sports, also released within the last few weeks, features soccer player Mo Salah who helps highlight a Savoy duffel bag in GG Supreme canvas, starring in content that expertly integrates the brand's Valeria collection.

*Soccer star Mo Salah's Savoy fuffe takes center stage in the co-produced asset*

"A Hero's Journey," born of a partnership between Gucci and GQ, sees global talents sharing their personal experiences and the lengths to which they have gone to succeed.

An initial scene welcomes Mr. Salah to a press conference. Close-ups shots of the travel accessory make clear the video's partial mission: as the formula for achievement unfolds, the promotion of Valigeria options remains top-of-mind.

Throughout, Mr. Salah uses his mind to escape the stress and pressure to be found in the high-intensity press interrogation of which he finds himself in the middle. Mentally, the man places himself in a room alone, or atop a lounge chair in a sun-filled field.

In both alternative realities, he is surrounded by flowers of the same rouge shade as that included in the classic green and red Web that lies at the center of Gucci Savoy's classics. At the end of the video, he unzips the duffel to find a sole survivor: a red flower, which serves to remind the star that the tranquility he seeks still exists.

As the asset concludes, Mr. Salah makes his way out of the press conference, his Savoy duffel in tow. In a similar fashion to the stop-motion excerpt, here, the athlete's casual tone and agreeable statements bring a level of reliability to Gucci's travel line.

Travel conscious

Considering the heightened state of travel driven by luxury's base, Gucci's latest retail engagements come as no surprise. What is less apparent and arguably more strategic however, is the identification of a particularly rich storytelling opportunity.

An October ad spot fronted by Ryan Gosling sought to explore the infinite possibilities that travel brings ([see story](#)). A pop-up space at South Coast Plaza its sole U.S. "storefront" ([see story](#)) build upon this legacy with complementary interior design.



*Global brand ambassador Ni Ni aside hard-sided Gucci Savoy trunks and suitcases at an opening event for Gucci's new Shanghai boutique, Plaza 66. Image credit: Gucci*

The brand's business objective could not be more directly rooted in its past: more than 100 years ago, house founder Guccio Gucci himself worked as a porter at London's renowned Savoy Hotel.

Marketing activations and retail experiments are simply modern spinoffs of a tale as old as time.