

APPAREL AND ACCESSORIES

## Gucci's rabbit-infused campaign celebrates Lunar New Year

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*A rabbit motif pops up in a number of memorable forms throughout this brightly-hued collection from Gucci. Image credit: Gucci*

By MARYBETH CONNAUGHTON

Italian fashion label Gucci is taking part in a global observance with a capsule release inspired by the Year of the Rabbit.

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The brand is one of several top luxury companies that have made Lunar New Year collections continual, centering designs around the animal which aligns with the Lunar New Year calendar. Gucci's latest is awash in bright, exuberant colors in the spirit of celebration.

Curiouser and Curiouser

The fourth animal in the Chinese zodiac, the rabbit is said to be the luckiest of all. It is also said to represent mercy, elegance and beauty.

In a promotional video for the collection directed by photographer Max Siedentopf, young people wander through a hazy, dream-like garden, with a multi-colored array of blossoms in full bloom.

Along with Gucci bags, they carry live rabbits, the safety of which – the brand assures – was overseen by animal welfare representatives.

Baltic House Orchestra sings a cover of Jefferson Airplane's "White Rabbit," named for the character who leads Alice down the rabbit hole and into a world of fantasy in the classic children's tale.

*Gucci's campaign is awash in the colors of Spring.*

There is an equal sense of wonder woven throughout the ready-to-wear collection, marked by geometric patterns and contrasting tones. Bright purple sweaters, red patent leather wide belts, and a waterlily print silk shirt are just a few of the standouts from the women's collection.

For the men, a bright red long-sleeved wool polo shirt, a kelly green cotton jersey sweatshirt and pants made from pink cotton round out the shades.

A pair of Gucci's signature bags have been reimagined for the capsule. The Diana, a medium-sized tote, is

emblazoned with bright crossing stripes, while the Horsebit 1955 crocodile shoulder bag features tweeds and studs. The rabbit makes its presence known throughout the collection, from a woven rabbit-shaped brooch that would not look out of place in a children's book, to a technicolor Pop Art-style bunny print silk cushion. It appears as a sweet and subtle emblem on the lapels of green-striped cotton polo jerseys and atop pink perforated knit cotton socks.

Most striking, however, is the spray-painted rabbit motif that appears in a number of t-shirts, hoodies, shorts and shoes, as well as the house's "G-Timeless" watch. A series of pop-ups at which the collection will be sold were also designed around this rabbit rendering.

#### Old Traditions and New Beginnings

Animal motifs and floral patterns have been staples of the brand throughout its history, as they represent a fascination with the natural world.

More specifically, the animals of the Chinese zodiac have been featured across Gucci collections as the brand, and many others of its ilk, have normalized Lunar New Year lines. The holiday has risen to global popularity from its roots in the APAC region.

In January of this year, the brand released the Gucci Tiger collection, to usher in the Year of the Tiger. At the center was a pastel print of a tiger, a reinterpretation of a design by Italian illustrator Vittorio Accornero (see story).

This collection was designed by recently-departed creative director Alessandro Michele ([see story](#)), whose absence was woefully noted by those who commented on the above campaign video. Mr. Michele also designed a collection for the Lunar New Year in January 2021, which featured a beloved Japanese anime character called Doraemon ([see story](#)).

Last week, Miu Miu released its "preppy elegant" capsule ahead of the Chinese New Year, with a campaign starring brand ambassador Qiu Tian and actress and singer Amber Kuo ([see story](#)).

Beginning on Dec. 27, this latest from Gucci will be available at select Gucci stores across the globe, presented in a series of dedicated window displays and pop-up locations.