

APPAREL AND ACCESSORIES

For spring/summer 2023, Gucci gives maximalism one more go

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Identical twins don seasonal wear in a campaign selection that stands as former creative director Alessandro Michele's penultimate presentation. Image credit: Gucci

By AMIRAH KEATON

A fresh campaign from Italian fashion label Gucci proves good things come in twos.

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Identical twins don designer wear in a new spring/summer 2023 presentation, one that very well strikes as former creative director Alessandro Michele's penultimate. Herein, Gucci rethreads the needle, meeting last year's runway moment with matching static and video assets to mark the arrival of the accompanying collection.

It takes two

Throughout history, twins have been known to carry a natural mysticism. Geniously, Gucci's sibling pairs continue to exist in tandem per the plot of the brand's latest.

The campaign builds on a narrative that began last year, during Milan Fashion Week, in which 68 sets of identical twins were sent down two disparate runways divided by one partition, removed in a runway finale walk that saw siblings trekking hand-in-hand, to the sure shock of viewers on.

Gucci's spring/summer 2023 selection

Though concepts of reflection, revelations and mirrored reveries for the seasonal offering originally debuted during the tail end of Mr. Michele's tenure, the current campaign also cites art direction from Christopher Simmonds.

As early as the former artistic lead's first campaign for Gucci, Mr. Simmonds worked closely with Mr. Michele, lending his talents to what has since been referred to as a definitively maximalist era for the house.

The selection at hand continues the trend, as a sizable group of biological wonders takes to the Italian countryside, inhabiting a historic villa in shots captured by Polish photographer Joanna Piotrowska.

Simultaneously, a film excerpt from New York City-born visual artist Sean Vegezzi forges ahead to the sound of American musician Bill Withers' classic hit "Just the Two of Us."

Viewers see double, as the Gucci clones enjoy each other's company, dressed in the very best the brand has to offer for the season.

Amid this season's luxury lineup, styles such as an equestrian-inspired bag, signature loafers with heart-shaped toes and tailored suits stick out.

Gucci's "Interlocking G" graces a newly-launched quilted handbag, and accents key accessories like the chain of a novel mask-style sunglass listing.

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A post shared by @gucci

The main characters move ahead with activities ranging from mundane daily chores in an initial scene, to taking in surrounding sights as tourists, overlooking the city expanse below from balconies above in another.

Across each and every frame, cast members remain close to the counterpart created in their likeness, as the video's soundtrack roars on.

"Just the two of us, we can make it if we try" sings Mr. Withers.

"Just the two of us, building a castle in the sky, just the two of us, you and I."

Truer words, and stanzas more befitting, have rarely been sung.

Matches made in heaven

Gucci recently appointed a new creative kingpin, in light of a monthslong vacancy.

Last month, the brand announced that Sabato De Sarno will serve the Kering-owned house in a creative capacity.



The role of creative director was previously held by Alessandro Michele. Image credit: Gucci

Mr. De Sarno will fulfill his obligations in his current role as fashion director for Valentino's men's and women's ready-to-wear division before beginning at Gucci, presenting his first collection for the house in September 2023 ([see story](#)).

Just this week, one other fashion heavyweight filled a longtime creative vacancy, one left open under more tragic circumstances.

Announced on Valentine's Day, French fashion house Louis Vuitton has appointed American musician and entrepreneurial magnate Pharrell Williams to the top creative spot of its menswear division, effective immediately ([see story](#)).

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