

FRAGRANCE AND PERSONAL CARE

Gucci romanticizes reality in latest fragrance campaign

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The Gucci Guilty spot sees an unconventional celebrity cast contributing a quiet allure to the fragrance's new chapter. Image credit: Gucci

By AMIRAH KEATON

Italian fashion house Gucci Beauty has gathered a distinct group for a new campaign, one which uplifts a classic scent.

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Released March 1, the brand is out with content starring Grammy-nominated musician ASAP Rocky, Emmy Award-winning actress Julia Garner and Oscar-nominated actor Elliot Page. The Gucci Guilty spot sees an unconventional celebrity cast contributing a quiet allure to the fragrance's new chapter.

Scent spectrum

Shot by British photographer and film director Glen Luchford, with art direction from London's Christopher Simmonds, Gucci Beauty's delivery is intended to ode openness, self-acceptance, and countless iterations of love.

ASAP Rocky starts the minute-long clip out by forcing a few spritzes out of a silver Gucci Guilty bottle, as the smooth, stylized sounds of 1950s favorite 'Life Is but a Dream' by The Harptones unfurl.

Characters care for both themselves and for each other, in manners perhaps unfamiliar to relationship traditionalists.

Together, the trio liaises in leisure, basking in the presence of one another as a day complete with conversation and olfactory enchantment is depicted.

March's Gucci Guilty campaign stars Elliot Page, Julia Garner and ASAP Rocky

Interestingly, Gucci Guilty's latest embraces broader, more modern definitions of romanticism.

Speculations regarding the interpersonal connections between members of the crew are sure to be swapped.

The spot could perhaps serve as one of luxury's first public displays of polyamory, for instance, while other viewers may take with them the film's fearless expressions of gender fluidity the brand only confirms that its cast is cocreating a world of pure bliss.

The few product shows inserted, including an ending frame with both metallically-shaded women's and men's options positioned side by side affront a record player, are counterbalanced by authentic displays of affection, as Gucci works to increase the likelihood that a consumer recognizes their own inclusive ethos among the brand's work.

Back to basics

With top notes of pink pepper, heart notes dominated by orange blossom absolute and a base defined by patchouli, the Gucci Guilty Pour Homme cologne retails for \$119.

Meanwhile, the fragrance's Pour Femme counterpart costs \$155, and integrates top notes derived from mandora, a fruit originating from the Mediterranean island of Cyprus.

The scent also offers middle hints of Lilac, complemented by rosy and violet notes. Patchouli and amber round out the Gucci Beauty perfume's base.

At 90ml, both bottles mirror each other in design, marked by the label's interlocking "G" logo.



Both bottles are marked by Gucci's interlocking "G" logo. Image credit: Gucci

A behind-the-scenes campaign talent, Mr. Luchford is a brand favorite.

The creative has previously directed such selections as the brand's "#GucciValigeria" travel campaign from October 2022, starring American actor Ryan Gosling ([see story](#)).

In January, a West Hollywood spectacle headed by the director featured American actress Dakota Johnson. The campaign set out to honor the brand's classic Jackie 1961 handbag silhouette ([see story](#)).

Conversely, Mr. Luchford's professional partner, Mr. Simmonds, is responsible for the label's spring/summer 2023 sibling-laden selection ([see story](#)).