

JEWELRY

## Gucci platforms modern connections in 'Link to Love' campaign

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*A new Gucci slot captures what romance looks like to the generation courting today. Image courtesy of Gucci*

By EMILY IRIS DEGN

Italian fashion label **Gucci** is taking a look at the Gen Z and millennial dating scene.

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The brand's latest campaign explores the modern landscape of romance, in honor of the Gucci Link to Love fine jewelry collection, a timeless selection whose stackable properties encourage personalization. Through unique jewelry shapes, gender-neutral appeal and a visual storytelling exercise, the slot captures what love looks like to generation courting today.

"When we think of romance, we think of wooing and a yearning for another person," said Kimmie Smith, cofounder and creative director of *Athleisure Mag*, New York.

"A modern romance is one that is fluid and is not bound by the constraints of gender, and so the pieces that are offered can be worn in whatever way that you identify," Ms. Smith said. "The minimalist aesthetic includes pieces that have pops of rich gemstones allowing you to wear them in the way that you choose and how you wish to present yourself."

Romance through the ages

Shot by Paris-based director Ezra Petronio, with artistic input from Ukrainian creative Lana Petrusyevych, the :55-second campaign video odes the nature of dating as a young person in the digital age.

Inspired The clip depicts a group of individuals wearing late 1970s and early 1980s-inspired attire interacting with one another. The camera pans across their interactions, zooming to details such as close-up shots of people lounging together on a brown couch and a couple holding each other's hands everyone wears jewelry pieces from the collection.

*The vintage looks and geometric jewelry shapes come together in a look at modernity*

Each person is dressed in items like red leather skirts, western button-downs, silk shirts, cardigans, turtle neck sweaters and gold belts all of which fall into vintage categories from the aforementioned time period. Paired with the perms and feathered haircuts, earth-toned eye makeup, natural brows and the synthetic-disco-meets-modern-

house-music playing in the background, the visual and audio components of the campaign are decidedly timeless. However, the narrative is where the present-day gets pulled in.

The models appear relaxed on their own in between interactions, displaying an air of independence about them as they wear their Gucci Link to Love pieces, showcasing another form of love altogether.

"Love is an ongoing effort and it can be the love that one gives to themselves, even if they are not in a partnership," Ms. Smith said.

"The belief that you can love yourself, be your greatest gift that deserves to be pampered and treated is an essential component in the concept of modern romance."

This notion serves as an undertone for every romantic interaction, hinting at the idea that these people do not need each other for love.

A selection of styles from the [#GucciLinkToLove](#) collection are embellished with precious stones such as diamonds and greentourmalines. Discover more <https://t.co/dswNNuvsI8pic.twitter.com/D7LZ2bjdVQ>

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Person-to-person affection is not a necessity but rather a choice. The models interact with each other, moving from conversation to conversation on a one-on-one basis, in a more laid-back version of speed dating.

They stand intimately close as they speak, their words unheard by the viewer. Much of the time, they make physical contact, whether it be by intertwining fingers or the final shot a woman with a perm rests her head gently on the shoulder of her partner, gazing softly into the camera as her Gucci Link to Love earrings glint in the light.

The music, a fusion of late 1970s discos and modern club beats, has a digital sound about it, suiting the online nature of dating today. As the models move effortlessly between people, it seems to play out app-based courtship in the physical world.

Whereas in the alluded-to era people would have met romantic partners at bars and in physical spaces, dating is largely done today in another dimension entirely, online, seemingly represented via the entirely blank walls and floors of the white interiors the models inhabit.

Rings from the [#GucciLinktoLove](#) fine jewelry collection are crafted in different hues of gold with an octagonal shapesymbolizing the number eight and the concept of infinity. More <https://t.co/dswNNuvsI8pic.twitter.com/3agBawclTV>

gucci (@gucci) May 5, 2023

All of the pieces in the space come in a wide range of shades, stones and metals, such as white or yellow gold, accommodating diverse skin tones. Shape is also explored, the eight-sided octagon a focal point.

"The It Factor' is how the pieces stand out on their own and they can truly mix with other items from this collection, as well as being paired with other pieces from other luxury houses or jewelry brands," Ms. Smith said.

"The way that the geometry is presented has a classic, vintage, and edgy aspect that really works with whoever is wearing it," she said. "The fact that there are various hues of gold that are offered is something that really speaks to me, as it's creating a nude aspect in the sense that you can now choose the gold that plays with your tones or opt to wear one versus that other.

"I'd love to see this in more collections as opposed to only being offered one gold option."

Modern love story

Another key element of the activation is found in the gender-neutral jewelry and video's representation of love.

The models represent a range on the gender spectrum in their presentation, and often court those in their same

category. The fluidity of romance and affection that younger generations have embraced is put front and center something Gucci has platformed recently for another campaign altogether (see story).

The jewelry itself is not only gender-neutral but features shapes that support this open-minded view of dating, such as the never-ending infinity sign Gucci showed off this figure through the number eight and chainlinks.

"I think that modern romance takes on a number of meanings," Ms. Smith said.

"Is romance bound by set parameters or can it involve a number of evolved relationships?" she said. "How can we make love of self a priority where you're not waiting for someone else to validate and purchase something for you that you can [buy] for yourself?"

As this is the world that Gen Z and millennial consumers find romance within, the programming is both an acknowledgment and celebration of their love lives, using timelessness in a nod to the ever-evolving nature of their dating landscape.

Past generations' ideas of love in the mainstream would involve imagery of monogamous and straight relationships, often devoid of diversity. Today, young people are exploring their sexualities, gender identities and relationship boundaries, and according to this campaign, Gucci is ready for it.

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