

APPAREL AND ACCESSORIES

Gucci odes West Coast with Summer Stories' campaign

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Using vintage-inspired looks, a new collection updates historic house codes and icons both poolside and seaside. Image credit: Gucci

By EMILY IRIS DEGN

Italian fashion label Gucci's latest activation highlights the City of Angels.

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Using vintage-inspired looks, a new collection updates historic house codes and icons for a timeless yet modern summer. The corresponding campaign celebrates the warm and water-dominated landscapes of Los Angeles, whether that be poolside or seaside.

"Luxury marketing always reinforces brand desire," said Chris Ramey, CEO of [Affluent Insights](#), Palm Beach.

"The video and images reflect summers past or present, and the products or objects are beneficiaries," Mr. Ramey said. "Summer is a universal construct that manifests emotions and memories and emotions drive luxury."

"The nod to vintage also emphasizes Gucci's heritage which is also a pillar of luxury."

Mr. Ramey is not affiliated with Gucci, but agreed to comment as an industry expert.

La La Land

In classic summer fashion, the collection features an array of lightweight fabrics and colorful textures, seemingly crafted specifically for the sea.

The ready-to-wear clothing and accessories items comprise of stripes, raffia, pompoms, florals and the signature GG motif. Beloved styles are reimagined for the occasion, including the Jackie 1961, Horsebit 1955 ([see story](#)), and GG Marmont bags, all remade as straw-effect totes.

Introducing [#GucciSummerStories](#), the House's latest campaign in which raffia textures take center stage of the selection with pompom-embellishments that extend the carefree attitude of the season.

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gucci (@gucci) May 8, 2023

Altogether, the effect is energetic, staying true to common luxury tendencies in the centering of vibrant hues and airy looks for the season.

However, keeping tradition close has worked for the label in the past.

"Gucci's presence negates any need to stand out," Mr. Ramey said.

"It's always about Gucci."

Even with the addition of new retail concepts, heritage has continued to play a key role in their function and consumer draw, keeping the company's identity at the heart of innovations ([see story](#)).

Gucci is following the sun this summer

The visual campaign brings together earth tones and summery shades, mirroring the landscapes shown.

Los Angeles and the waterscapes within it serve as the stage for these new pieces to be presented, as both the residential and nature-dominated spaces are explored the clothing, oversized bags and shoes alike are fit for travel, suggesting a vacationer's perspective of the city, rather than a resident's.

Models sport leisurely styles, splashing through glittering swimming pools and poised on sun-drenched rocks as sea waves froth around them.



The coast of California takes a central spot in the fashion slot, bringing with it an ethereal, timeless quality that compliments the heritage on display. Image credit: Gucci

Directed by British photographer Harley Weir, the video is accompanied by a fitting soundtrack, namely, The Strokes playing the adventurous song, "I'll Try Anything Once."

This latest collection is available at [Gucci.com](#) and in select stores. In complementation to the visual campaign, the pieces will also be available in cabana-inspired pop-ups at exclusive resorts around the world.

West Coast wins

With such an emphasis placed on the environment in which the collection is being platformed, the locale has almost transformed into a character in the narrative.

Ahead of summer, other luxury brands are platforming a sense of California living.

Portraying the essence of a day that blends seamlessly into evening, Gucci Summer Stories are steeped in the softly vibrant hues of a summer well spent. Discover more

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gucci (@gucci) May 9, 2023

French fashion house Louis Vuitton recently dropped a staycation collection and campaign, "The Art of Living" ([see story](#)). In this case, Palm Springs in the desert was used as the setting, though the idea of warmth was just as much central to the looks.

Models relaxed with ping-pong and outdoor, poolside dancing, wearing vintage-inspired pieces that were bright and playful.

In this move, the French maison also kept heritage at the center of this decidedly un-French activation, leaning into its travel trunk heritage with visual nods throughout the campaign.

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