

APPAREL AND ACCESSORIES

## Boosting Shanghai activation, Gucci x Marsper' brings virtual character to life

June 12, 2023



A set of collectibles dolls exist at the core of the brand's latest delivery. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Gucci** is building on the success of a previous partnership with a new launch.

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Created with contemporary flair, a set of collectibles exists at the core of the brand's latest delivery. Gucci has embedded special-edition dolls produced with Chinese pop IP Marsper into the last leg of its Cosmos tour, currently stationed in Shanghai, in a move that leverages the characters' roles as cultural mainstays across APAC markets.

### Gucci x Marsper

For "Gucci x Marsper," a series of figurines substantiate a virtual character, bringing the group's likeness to fans in a strategic crossover activation.

With standard inclusions measuring roughly 12 inches two supersized exclusives are in fact twice that height, nearing 24 inches the four physical dolls sport looks emblematic of the house's many eras. Draped in motifs and prints from the Gucci Archives, styles homage the design legacies of former creative leads Alessandro Michele ([see story](#)) and Tom Ford ([see story](#)).

In celebration of the [#GucciCosmos](#) exhibition's debut in Shanghai, the House presents [#MarsperXGucci](#). Stay tuned for more information about the four exclusive collectibles defined by archival [#Gucci](#) looks. <https://t.co/EYfofvcYV5> [pic.twitter.com/MPOiU0vD73](https://pic.twitter.com/MPOiU0vD73)

gucci (@gucci) [June 12, 2023](#)

As part of the effort, each unit comes with a Savoy suitcase showcasing the GG monogram. Seeking a slot to purchase merchandise, shoppers enrolled in a lottery system to gain entry to the limited release, which went live via the brand's WeChat Mini Program on Friday, June 9.

The pair first teamed up in 2021 before embarking on the global experiment at hand.

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Slotting in under the Gucci "Good Game" initiative, centered in the realm of gaming, a digital marketing stint saw Marsper properties rocking Gucci Aria selects fronted a holiday campaign.

Fast forward to this month, as the house circles back on the popular models, bridging worlds with a release that strategically coincides with Cosmos. The final push involving the life-size toys could leave a mark, working to heighten buzz as Gucci counts down the days until its traveling demonstration's planned departure from China.

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