

APPAREL AND ACCESSORIES

## Gucci continues jet-setting push with global brand ambassador

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*The continuation of a slot started in October 2022, Gucci Valigeria is an ode to frequent flyers, day-trippers and everyone in between. Image credit: Gucci*

By ZACH JAMES

Italian fashion house Gucci is continuing a travel focus with the latest installment of a running campaign.

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Featuring global brand ambassador and South Korean actor Jungjae Lee, known for his role in the Netflix series "Squid Game," a new slot features a collection of luggage made for everyday moments, short trips and long-term stays. Continuing with what first released in October 2022, Gucci Valigeria is an ode to frequent flyers, day-trippers and everyone in between.

Mr. Lee in London

Taking center stage in the promotion, the actor is shown traveling to the historic Savoy Hotel in London, the namesake establishment of the collection's pieces.

Showcasing the men's side of the collection, Mr. Lee presents the travel offerings.

*Mr. Lee dons a series of evolving outfits while showing off the new drops*

Entering the famed lodging center with two bags in the collection, the actor dons a brown trench coat, soon entering an elevator accompanied by his Jumbo GG Small Duffel Bag and the red leather Gucci Savoy Large Duffel Bag each retail for \$2,850 and \$3,700, respectively. The 2004 song "Chasing Sheep Is Best Left To Shepherds" by Michael Nyman scores the film, adding its own note of playfulness to the visuals.

Upon exiting the elevator, Mr. Lee switches his wardrobe dressed in a slick tan suit and his choice of luggage, instead opting for the large Savoy Duffel in beige, ebony GG Supreme Canvas and the Savoy Medium Trolley in the same pattern.

The star eventually finds himself in the hotel's Royal Suite, which is sponsored by the Italian fashion staple as its flagship room.

Surrounded by luggage from the collection, running the gamut of cases, from large trunks to bowling bags, Mr. Lee

wears a white tuxedo in the end, making phone calls as he smiles and lounges in his suit.



*Mr. Lee shows off the range of luggage options in the film, inclusive of Gucci Savoy and Gucci Porter, both lines within the Valigeria Collection. Image courtesy of Gucci*

South Korean director and photographer Hanna Moon helms the project, being a returning collaborator for the maison.

Valigeria is the first major campaign Mr. Lee has fronted since becoming a global brand ambassador in November 2021 ([see story](#)), just two months after his starring role in Squid Game was unveiled to the world. He previously appeared in the star-studded and Hollywood-themed Love Parade alongside many other stars of the big and small screens in early 2022 ([see story](#)).

Beginning the Valigeria push was American actor Ryan Gosling in October 2022, who was shown carting the luggage line through beachy terrain ([see story](#)). Egyptian soccer star Mo Salah continued the effort in December 2022 ([see story](#)).

The Savoy line, of which some bag variations were created in collaboration with luxury Italian luggage company FPM Milano, can be purchased on Gucci's [website](#) and retail locations now.

#### Traveling forward

As times go on, the maison has continually had to look forward, to progressing itself both in mindshare and in the topical social issues of current note; Gucci has done both.

The Italian luxury symbol has continually kept up with modern audiences, most recently reaffirming its commitment to the Chime initiative for another decade ([see story](#)). Established in 2013, the push solidified the company's stance on gender equality, creating a coalition of star representatives to fundraise for women's rights.

According to the brand, over its first ten years, Chime raised \$21.5 million, which has supported over 630,000 women and girls in 92 countries across the globe.

As part of a more diverse collection of ambassadors, the brand also recently brought in Alia Bhatt, an Indian actress, producer and entrepreneur ([see story](#)). Ms. Bhatt was also a part of the Chime video series released to coincide with its decade-long renewal.