

JEWELRY

Gucci spotlights house signatures in 'Emblematic Lines'

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The label is putting new spins on standouts such as the Gucci Dive chronometer for its latest campaign. Image courtesy of Gucci

By ZACH JAMES

Italian fashion house Gucci is entering a new accessory chapter, bringing four of its most established designs along for the ride.

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The brand is leaning into jewelry and watchmaking, giving its inventory options fresh twists. Vying for visions of technological prowess, a new "Emblematic Lines" campaign spotlights logo-centric collections, highlighting such standouts as the Gucci Dive and G-Timeless chronometers, with features from Gucci's Interlocking G and GG Running fine jewelry collections.

"This line is a good staple addition to add to the [brand's] current desirable stacks," said Dalia Strum, founder of [ReThink Connect](#) and professor at The Fashion Institute of Technology, New York.

"It's always beneficial for the consumer to add items to their staple, classic looks as long as it's marketed accordingly."

Sonically striking

Unveiled via a series of short videos, [Emblematic Lines](#) exhibits new takes on contemporary product classics.

Three 14-second-long films showcase models Arina Besedina and Taemin Park hail from Russia and South Korea, respectively adorned in the newly-minted accessories. Helmed by veteran fashion photographer and director Ezra Petronio, a set of stills and promotional films take a stylized approach to the showings.

"Adding a recognizable face to campaigns is typically beneficial for the brand to increase brand recognition and brand loyalty," Ms. Sturm said.



G-Timeless watch options are one of many refurbished variations released as part of Gucci's latest campaign effort. Image courtesy of Gucci

"It seems like a missed opportunity to not bring someone in to help spread the mission and create consumer alignment."

Granting the campaign an upbeat tone is an electronic dance backing track. Originally intended for use in nightclubs, "Around (Solomon Vox)" by Noir and Haze complements vibrant visuals.

Here, product close-ups ([see story](#)) are the name of the game, as intimate camera angles and zoomed shots allow daintier pieces to shine.

Due to the branded nature of the products at hand, Gucci's project does not exactly align with the "quiet luxury" undertones of late, though when compared to maximalist expressions that have risen to the forefront of the house in recent years, assets register a bit more muted than those that have come before ([see story](#)).

As Gucci finds its footing in this post-Alessandro period, its icons speak for themselves.

Diving deep

Headlining Emblematic Lines is the 40 mm Gucci Dive Automatic since the timepiece can reach even greater depths than initially capable, with a water resistance of up to 300 meters, or almost 1,000 feet, the item drives the lot as Gucci pushes technical expertise.

The new model's slick, all-black ceramic watch face is the kicker, according to the maison.

Updates inject a product intended for exploration and discovery with flair.



The brand's Interlocking G fine jewelry collection dresses necklaces, bracelets, rings and earrings in 18-karat gold, gemstones and diamonds. Image courtesy of Gucci

Gucci's G-Timeless watches have also received a boost.

Two new designs fold in striking detailing, each maintaining a tried-and-true motif timepieces feature 15 intricately-made bees on the dial. Models run between \$1,500 and \$7,900.

The house has also overhauled its favorite fine jewelry picks.

Interlocking G drops, inclusive of necklaces, earrings and rings, are crafted in yellow and white gold, infused with pav diamonds while Gucci's GG Running selections involve open-shank bracelets in yellow and white gold with

diamond detailing.

Both circle around variations of the fashion force's signature GG logo treatment.

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