

APPAREL AND ACCESSORIES

Gucci takes budding relationships to heart in 'Ode to Love' campaign

July 31, 2023



The latest slot is flower-filled and heritage-inspired, containing pieces for men and women. Image credit: Gucci

By ZACH JAMES

Italian fashion house Gucci is spotlighting burgeoning connections with the release of a new collection.

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Available now, the "Ode to Love" capsule contains pieces for men and women, with a keen eye on the maison's past for inspiration. The assemblage is a late addition to the series of summer-season drops across luxury apparel brands, but is in line with an upcoming Chinese holiday.

Better together

The campaign is fronted by two international stars, new Taiwanese brand ambassador and actress Vicky Chen Wen-chi - best known as Wen Qi - and Chinese American singer and actor Daniel Zhou.

Melding summer vibes with the romantic connotations of China's Qixi Festival - the country's August equivalence to Valentine's Day - the "Ode to Love" capsule is playful in nature, rooting itself in the bashfulness of a budding connection.

The campaign is spotlighted in a short film, titled nearly identical to that of the clothing line.

The two stars frolic in the abundant greenery in the "An Ode to Love" video

The film opens with Ms. Qi laying in a field of tall grass, which is the setting of the overall piece. She's wearing multiple options from outside of the capsule but spotlights the new Diana Mini Tote Bag, which retails for \$3,300.

The duo then walk toward each other through the clearing, harkening back to countless images from romance films of the past. In these shots, Mr. Zhou can be seen in a sweater with "GUCCI I LOVE YOU" emblazoned around each edge, which is not featured on the maison's online store.

All of his clothing throughout the film bares that line, with prices ranging from \$620 for the t-shirt to \$1,800 for a hoodie with printing.



Mr. Zhou can be seen in a hoodie bearing the prominent tagline. Image credit: Gucci

First blowing dandelions at each other, in a nod to elementary school-age first love, the two stars finally meet on camera. They hold hands and lay down on the overgrown grass as the musical track swells.

Making use of Donna Lewis' 1996 pop hit "I Love You Always Forever," the film's tonal swells leading into its closing moments of the duo together, locking in the jubilant tone of low-stakes romance.

The one-minute-long video was shot by videographer Tin Seoi, with photography for the marketing push being handled by Leslie Zhang.

New Brand Ambassador [#WenQi](#) stars alongside [#DanielZhou](#) in the House's campaign capturing the moment when time stands still in the presence of the other. Discover the capsule collection <https://t.co/LJuTfvFmPk>

Photographer: [#LeslieZhang](#)

Videographer: [#TinSeoi](#) pic.twitter.com/d9gUGFVi7R

gucci (@gucci) [July 25, 2023](#)

The overall capsule is comprised of 57 items, spanning ready-to-wear pieces, handbags, shoes, and accessories, most of which sport a floral design. On the whole, the majority of the release is catered to women, with 48 items designated for them; the remaining 9 are listed as menswear.

In a corresponding effort, Gucci is celebrating the 70th anniversary of the Horsebit loafers with a floral revamp, coming in the original design as well as a platform sandal variation. The classic release was conceived by Aldo Gucci in 1953.

The entire collection is available for purchase now on Gucci's [online store](#).

Market demand

Playing into the Chinese version of Valentine's Day is the latest in luxury's efforts to cater to the ever-growing APAC market.

The region has been buoying earnings reports as of late, with British fashion house Burberry ([see story](#)) and French luxury conglomerate LVMH ([see story](#)) being some of the most recent examples.

[#jhope](#) will attend the next [#LouisVuitton](#) Men's Fall-Winter 2023 Fashion Show in Paris on January 19th at 2:30 pm (CET). [#LVMenFW23](#) [#BTS](#) pic.twitter.com/3ewwyf9dFS

Louis Vuitton (@LouisVuitton) [January 16, 2023](#)

Financial booms in the massively-populated area are pushing brands into utilizing faces familiar to audiences on the opposite side of the globe, replacing or bolstering rosters of traditionally English-speaking ambassadorships Italian fashion label Versace ([see story](#)), French maison Louis Vuitton ([see story](#)) and Italian apparel brand

Moschino ([see story](#)) have all launched campaigns or given out assignments to celebrities from the APAC region this month. It is part of a massive wave sweeping the luxury landscape with no end in sight.

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