

APPAREL AND ACCESSORIES

Kendall Jenner, Bad Bunny star in latest chapter of Gucci Valigeria

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American supermodel Kendall Jenner and Puerto Rican entertainer Bad Bunny showcase the travel-friendly nature of the Gucci Savoy collection. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Gucci** is spotlighting a signature travel collection.

American supermodel Kendall Jenner and Puerto Rican rapper and singer Benito Antonio Martinez Ocasio, professionally known as Bad Bunny, together appear as the faces of Gucci Valigeria's latest chapter. Featuring direction from Ukrainian cinematographer Mykyta Kuzmenko, a new campaign places the rumored couple in an airport, showing off the travel-friendly nature of the Gucci Savoy luggage line.

Gucci-official

Tenants of "Gucci Ancora" the theme is representative of creative director Sabato De Sarno's debut fashion week presentation, which doubled as a love letter to Milan are now applied to a new marketing expression.

Further ushering in the modern visions of Mr. De Sarno ([see story](#)), Gucci refers to the advertising exercise starring Ms. Jenner and her alleged boyfriend as "a celebration of the love that lies at the center of Gucci's community."

Adventures await.

Bad Bunny and Kendall Jenner in the new Gucci Valigeria campaign featuring the heritage-infused Gucci Savoy collection. [#GucciValigeria](#) [#BadBunny](#) [#KendallJenner](#)
pic.twitter.com/0iK41nfqjJ

gucci (@gucci) [September 30, 2023](#)

The house now nods to its historic involvement in luxury travel spheres in stylish Valigeria campaign visuals heavily inspired by the "Jet Set glamour of the 1990s," according to a statement from the label.

Captured by French photographer Anthony Seklaoui, Bad Bunny and Ms. Jenner, the latter cultural figure a frequent luxury brand collaborator ([see story](#)), can be seen riding escalators, reclining at their gate and cozying up on piles

of Gucci luggage.



A 1990s-inspired travel theme propels the Valigeria campaign forward. Image courtesy of Gucci

Apparent across the band of Savoy collection GG Supreme duffel bags, backpacks, rigid suitcases and trolleys in tow, the selects showcasing a flurry of GG monograms and Web stripes, Ms. Jenner and Mr. Ocasio make their way through terminals and gates in newly-released images and video from the brand.

Proving there is power in numbers, the pair sport picks from Gucci's spring/summer 2024 collection, highlighting designs hot off the runways of Milan Fashion Week with fluorescent leather accents displayed alongside embossed GG rubberized leather styles.

Big picture, the campaign explores "the intimacy of traveling together," only further pushing the romantic overtones with which Mr. De Sarno has chosen to lead.

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