

APPAREL AND ACCESSORIES

# Latest Gucci campaign brings holiday gift guide to life

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*At the center of Gucci Gift is a curated selection of products for holiday. Image courtesy of Gucci*

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By ZACH JAMES

Italian fashion label Gucci is debuting its first festive marketing push under creative director Sabato De Sarno.

The Gucci Gift campaign sees the Italian designer balancing heritage codes with the modern touches he has managed to roll out during his first year in the position. Simplicity and minimalism take center stage, with understated allusions to the season of giving interspersed throughout.

## Gifting memories

At the center of the release is a curated selection of holiday gift ideas. Womenswear and menswear dominate advertising, inclusive of several collections from recent seasons.

The array is wide-ranging: ready-to-wear appears next to travel trunks from Gucci Valigeria as Jackie 1961 shoulder bags and fine jewelry are made available for purchase. Tableware and pieces for pets define the landing page's lifestyle category, while a section called "Gucci Gift Experiences" promotes activations such as the brand's Cosmos exhibition ([see story](#)) that are currently live and open for visitation across the globe.

The items fill a dynamic campaign [microsite](#) with horizontal scroll, the format proving popular this season ([see story](#)).



*The Gucci Gift campaign features a diverse cast of models. Image courtesy of Gucci*

A short film carries the effort and, at this time of year, consumers should be able to relate to the characters portrayed in visuals.

Gucci's campaign video depicts busy holiday browsers returning home, people putting up decorations and the hosting of festive dinner parties.

These windows into the less glamorous aspects of yuletide preparation are all presented in one continuous shot, using a zoom-out effect to pan between sets. No matter the place, a mix of public and domestic spaces are each equally decked out.

*The fashion house presents Gucci Gift*

Shot by French photographer Anthony Seklaoui, who also took charge of the most recent Gucci Valigeria slot ([see story](#)), Gucci Gift campaign imagery is candid, showing activities that are top-of-mind for luxury shoppers headed into December.

Starting this month, pop-ups sporting the campaign's products are opening in Paris, London, Shenzhen and Bangkok, broadening in-store availability.

### **Different takes**

The maison joins luxury peers in showcasing limited-time retail posts and activations.

Travelling with you.

Discover the House's [#GucciValigeria](#) selection for the holidays <https://t.co/DDrBMT HQDn pic.twitter.com/jwkmZGl2c8>

gucci (@gucci) [November 23, 2023](#)

New York department store Bergdorf Goodman, Spanish fashion label Loewe, Italian fashion house Valentino and U.S. retailer Neiman Marcus have all launched related displays over the last few weeks ([see story](#)).

As the season revs up, many are taking alternate avenues, choosing to avoid traditional festive imagery and colors, instead forging distinct paths when it comes to branding.

U.S. fashion group Ralph Lauren focused on formalwear for "Season of Dreaming," a campaign that centers Purple Label, priced at the top end of the designer's ready-to-wear hierarchy. With this drop, the merchandisers heighten holiday appeal with the top 5 percent of luxury shoppers, a population that drives 40 percent of all sales in the sector ([see story](#)).

Laughter louder than music. [#GucciGift](#) presents a range of ready-to-wear and accessories for the joyful energy of the season. Discover more <https://t.co/DDrBMT HQDn #GucciDiana pic.twitter.com/WCET JisYoQ>

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

In a rare move, LVMH-owned German luggage brand Rimowa utilized animation for its initiative, hoping to draw in a diverse, intergenerational audience by tapping into unexpected mediums ([see story](#)).

Others have released ski and snowboard capsules, generally opting for functional and warm mountain gear over flashy luxury forms ([see story](#)). The variety exemplifies luxury's embrace of diversification at end-of-year, as strategies attempt to turn sales.