

APPAREL AND ACCESSORIES

‘Gucci Ancora’ campaign features cast of newcomers

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New visuals capture creative director Sabato De Sarno’s first collection for the Italian fashion label. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Gucci** is showcasing styles from creative director Sabato De Sarno’s first collection.

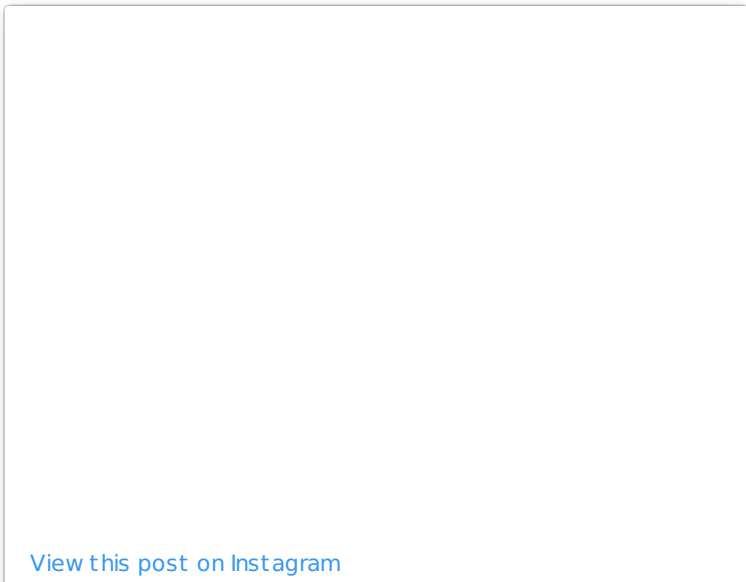
The house’s spring/summer 2024 collection appears in new visuals shot by British fashion photographer David Sims. Casting five new models as the face of the effort, the latest Gucci campaign celebrates “personal expression, beauty, and a timeless allure.”

Entry level

Paying its dues to the art of fashion photography, Mr. De Sarno’s debut collection now arrives on a billboard or newsfeed near its luxury audiences.

Excerpts are styled by Alastair McKim, a longtime brand collaborator who currently serves as the editor in chief of *i-D magazine*, and features additional input from Italian art director Riccardo Zanola.

The campaign’s sticking point lies in its chosen talent.



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The group marks a pivot from the familiar faces such as Italian model Vittoria Ceretti, who headlined Gucci's fall/winter 2023 campaign ([see story](#)), typically fronting high-profile ads like these.

Here, models Jiahui Zhang, Violet Hume, Nyajuok Gatdet, Fadia Ghaab and Ana Rossolovich, who opened De Sarno's first show during Milan Fashion Week in September 2023, take up almost all frames together, working in unison to highlight Gucci Ancora.



The Gucci Ancora campaign casts five new models as the face of the advertising effort. Image courtesy of Gucci

Upon sending the spring/summer 2024 collection down the runway last year, the brand's creative director spoke on the theme.

"It's a story of joy of life, of passion, of humanity, of people, of real life, of irreverent glamour, of provocation, of confidence, of simplicity, of immediate feelings and emotions, of a specific type of art, of words - words in artworks, words in pictures, words in spaces, just words," said Mr. Sabato, in a statement.

"It is a story of fabulous, diverse people," he said. "It's a story of movies, of my beloved Italy, of intellectuals and travels around the world but still feeling at home wherever you are."

"It's a story of everything, again, but this time expressed through joy."

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