

APPAREL AND ACCESSORIES

Gucci sees stars with spring/summer 2024 eyewear push

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The marketing visuals were captured in Milan. Image credit: Gucci/David Sims

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Gucci's** eyewear division is rolling out seasonal marketing for its sunglasses and opticals.

Starring British actress Alia Bhatt, Italian model Vittoria Ceretti and Chinese actress Ni Ni, the spring/summer 2024 eyewear campaign is short on spectacle, instead opting for a more personal angle. Driven by creative director Sabato De Sarno, a short film and other visuals nod to contemporary lifestyles.

Looking good

Pictured amongst the cityscapes of Milan, sunlit backgrounds brighten the marketing's down-to-earth photography.

Shot and directed by British fashion photographer David Sims, a frequent collaborator of the maison ([see story](#)), the push features the three famous faces. The two actresses, Ms. Bhatt and Ms. Ni are brand ambassadors as well.

Along with other male talents, the collective sports the new accessory designs.

Gucci Eyewear presents the spring/summer 2024 campaign

Each of the models is said to bring a "sophisticated, sensual and confident attitude" to the featured frames, according to statements from the brand.

This vibe is brought to life in the 30-second video, now posted on Gucci's YouTube.

Ranging in price from \$390 to \$595, the pieces come in a variety of materials and colors, among other stylistic options that cater to modern consumers who are ever transfixed with all things personalization. Spanning sunglasses and prescription opticals, the [men's](#) and [women's](#) collections are available now in-store and stocked online.

More luxury players are entering the eyewear space. French footwear and accessories label Christian Louboutin is among them, having signed a deal to bring branded spectacles to market beginning next year ([see story](#)).
