

APPAREL AND ACCESSORIES

Gucci makes splash with ‘Lido’ collection

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Gold jewelry and accents that spell out “Gucci” provide branding to familiar pool party scenes. Image courtesy of Gucci

By EMILY IRIS DEGN

Just in time for summer, Italian fashion house Gucci’s latest collection celebrates poolside magic.

Named after the beach clubs, otherwise known as “lidos” in Italian, that dot its home country’s coastline, the clothes make a splash in a new campaign launched this week. The reveal continues creative director Sabato De Sarno’s love of applying modern twists to Gucci classics.

including the Gucci **spring/summer 2024** styles introduced by his Gucci Ancora she presentation pairs

Inclusive of updated handbags, the reveal continues love of expressive styles and modern twists to Gucci classics.

Poolside promotion

Designs originating from Mr. De Sarno’s debut spring/summer 2024 runway, including the Gucci Luce handbag, appear alongside classics such as the Jackie handbag in a range of colors and fabrications as the Gucci Lido collection ushers in vacation season.

A :45-second campaign video captures the essence of coastal resorts, complete with sun-kissed moments, breezy attitudes and color-coded apparel and accessories.



Handbags are a focus of the campaign, with many shown drifting through the webbed light under the water. Image courtesy of Gucci

Directed by Hungarian cinematographer Marcell Rv, a joyful and vibrant aesthetic underscores the marketing endeavor. The effort stays true to Mr. De Sarno's dedication to the Italian lifestyle.

The slot stars a lively cast of pool-goers, who gather and play in the water, donning their Gucci wares. Mr. Rv has worked on behalf of multiple other luxury brands, likewise applying his exuberant touch ([see story](#)).

The maison tapped others who are staple talents in Gucci commercials, including Riccardo Zanola as the art director and Anthony Seklaoui as the photographer. They have worked on the company's recent Ancora ([see story](#)) and holiday ([see story](#)) activations, respectively.

Styling was done by Alastair McKimm, who was involved in Mr. De Sarno's first-ever campaign last year. The imagery read similar to Lido, taking place at a sparkling pool, golden jewelry glistening in the afternoon ([see story](#)).

However, this latest push could reel in millennial and Gen Z audiences.



The cast members leap into the water, laugh and engage in horseplay. Image courtesy of Gucci

While the 2023 summertime video starred a veteran model, Lido involves a collective of young faces at a party. Instead of interacting with the chlorinated space in a peaceful manner, they play.

Between the age of the cast, the social context and the group's love of doing cannonballs into the water, the tone appears to be more spirited. However, the use of ethereal sunshine from Mr. De Sarno's marketing debut remains.

The aesthetic could nod to the collection's new Luce purses, meaning "light" in Italian their two fresh shades, hot pink and lime green, seem to be yet another appeal to youthful luxury spenders.

Following the raffia wave that took over last year's Summer Stories campaign ([see story](#)), the Gucci Jackie and the GG Marmont bags are also reimagined, now in straw and canvas.



The fresh versions of the Luce purse come in neon shades. Image courtesy of Gucci

Available now, the Gucci Lido collection additionally spans other accessories, resort wear and swimwear.

Italian iterations

Coastal living is at the heart of Lido.

With this comes a sense of spontaneity and escapism. Many luxury labels platform these characteristics in their summer advertising, aiming to draw in those who are shopping for vacation picks, but Gucci's identity might give it a leg up.

Italy is well-established as the land of turquoise sea views and resort culture. Taking a holiday is a concept that drives its reputation in fact, the nation's language includes its own word that means the art of enjoying a prolonged stay: "villeggiatura" ([see story](#)).



Models are shown above and below the water in the Lido advertising, fusing the products with the setting. Image courtesy of Gucci

This emphasis on leisure is perhaps why Italy continues to snag the top spots on wishlists, making number one on hospitality network Virtuoso's Global, Family Travel and Honeymoon Destination rankings for 2024 ([see story](#)).

With affluent consumers aiming to spend on average 20 percent more on getaways this year ([see story](#)), this corner of the world could be on the minds of many seeing the Gucci Lido on their social media feeds.

A series of in-store pop-ups further boosts engagement, granting in-person clients the chance to interact with the collection.

Doubling down on the campaign's theme, the touchpoints are landing exclusively in famous resort locations such as the Hamptons in the United States, Saint-Tropez in France, and Porto Cervo and Capri in Italy.

Gucci invites fans to a Lido summer

As part of this, Gucci is also hosting a private event at Hotel Il Pellicano in Tuscany. From May 24 to May 26, 2024, guests will enjoy a curated retreat that revolves around Italian hospitality and Mediterranean landscapes.

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