

APPAREL AND ACCESSORIES

# Grand Slam champ dons custom carry-on in Gucci campaign

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Shot reportage-style, Italian photographer Riccardo Raspa captures Italian tennis pro and global ambassador Jannik Sinner at tournaments worldwide. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Gucci** is tapping a skilled sports star.

New marketing from the label features three-year global ambassador Jannik Sinner, who wears the brand's duffel bags during real-world practices and tournaments. Recalling the release of the house's first tennis-inspired pieces in the 1970s, documentary-style shots captured by Italian photographer Riccardo Raspa frame the campaign, sloganed "Gucci is a Feeling."

## "Gucci is a Feeling"

Mr. Sinner signed with Gucci in 2022. Now, the athlete boasts a second-in-the-world career-high single's ranking.

The newly-minted Grand Slam champion poses with the custom men's bag he carried at last year's Wimbledon Championships in the campaign.

Its central phrase, "Gucci is a Feeling," is drawn from a vintage 1980s advertisement.



Mr. Sinner signed with Gucci in 2022. Image courtesy of Gucci/Riccardo Raspa

"In the midst of highs and lows, no one ever stands alone," said Mr. Sinner, in a statement.

"It's never just an individual story; it's a shared feeling."

Two other one-of-a-kind carryalls created for his participation in the US Open and the Nitto ATP Finals are also seen in imagery from Gucci.

This spirit of excellence has carried through the greater luxury sphere.



*Gucci began its support of the sport nearly 50 years ago, releasing the Tennis 1977 sneakers. Image courtesy of Gucci/Riccardo Raspa*

Golf has dominated sporting conversations as of late, counting various updates including activations, capsules ([see story](#)) and ambassador appointments since the start of the spring.

Now, tennis is taking center stage as the calendar inches closer to massive events such as the French Open and Wimbledon.

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