

APPAREL AND ACCESSORIES

Actor Pietro Castellitto continues Gucci Horsebit campaign anthology

October 18, 2024



Mr. Castellitto is lending his likeness to Gucci's vision of modern masculinity in a new campaign. Image courtesy of Gucci

By AMIRAH KEATON

Italian fashion label Gucci is infusing one of its most classic shoes with a contemporary spirit.

A new campaign called "The Loafer Since 1953" features Italian actor, screenwriter and director Pietro Castellitto, extending its tribute to the 60th anniversary of the Horsebit 1953 loafer. Released Oct. 14, it is the latest chapter of an ongoing portrait series that inches Gucci closer to realizing its goal of ensuring the prestige associated with the equestrian-inspired accessory endures for many decades more.

The Loafer Since 1953

Mr. Castellitto is lending his perspective to Gucci's vision of modern masculinity as part of a marketing concept conceived by creative director Sabato De Sarno.

A campaign video carries a cinematic quality influenced by house art director Riccardo Zanola. Set to the soundtrack of "Got it Bad" by electronic music group Lesiure, it places the star against backdrops that reflect his creative world.

The House reveals the new [#GucciHorsebit1953](#) campaign with [#PietroCastellitto](#) by Creative Director Sabato De Sarno that captures the actor, screenwriter, and director's effortless elegance and the contemporary appeal of the timeless style. Discover more <https://t.co/l6gXrf27Yo> pic.twitter.com/yzzQDBukco

gucci (@gucci) [October 14, 2024](#)

Shown relaxing, Mr. Castellitto is surrounded by books, music and art, suggesting a lived-in environment is the perfect match for the Horsebit 1953. The scenes are styled by British fashion editor Francesca Burns.

Visuals guide viewers on how the loafer can be integrated into their wardrobes, whether paired with tailored trousers for a polished look or worn with denim for a more subtle touch of luxury.

A series of portraits shot by German photographer Heji Shein additionally capture Mr. Castellitto wearing different versions of the footwear style.



Shots featuring Mr. Castellitto suggest a lived-in environment is the perfect match for the Horsebit 1953. Image courtesy of Gucci

The leather design has held on to its original shape. Meanwhile, an updated Jordaan loafer totes a Blake construction with an elongated toe, plus the same signature hardware as its predecessor.

Transitions between outfits help highlight the menswear staple's adaptability: complementing a range of looks, the Gucci Horsebit 1953 loafer simultaneously maintains a sense of understated luxury.

Reimagining classics

With its distinctive double ring and bar hardware, the shoe has managed to remain a mainstay of Gucci's collections since its mid-century introduction.

Mr. Castellitto's campaign succeeds previous chapters starring friends of the house, who add their own authentic takes on the shoe's legacy. Endorsements from Gucci ambassadors past and present, including Irish actor Paul Mescal ([see story](#)), as well as Chinese actor and singer Xiao Zhan ([see story](#)) and British actor Kingsley Ben-Adir, register similarly.

[#PietroCastellitto](#) embodies the elegance of the equestrian-inspired [#GucciHorsebit1953](#) loafer, highlighting its essential status in Creative Director Sabato De Sarno's contemporary menswear wardrobe. Discover more <https://t.co/l6gXrf1A8s> [pic.twitter.com/3mozD4eqaD](https://t.co/l6gXrf1A8s)

gucci (@gucci) [October 14, 2024](#)

As Gucci also points out, the Horsebit 1953 loafer's evolving significance is in part the result of its lasting popularity among public figures such as American actress Jodie Foster and British DJ and record producer Mark Ronson, who remain fans of the shoe today.

Through this campaign and others from the series, Gucci reinforces the notion that the Horsebit loafer will continue to symbolize the house's commitment to craftsmanship and quality, conserving a "cool factor" that has stood the test of time.

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.