

APPAREL AND ACCESSORIES

Gucci reimagines classic accessory with Art of Silk' campaign

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Keep It Gucci: The Art of Silk features American actress Julia Garner in a cinematic sequence shot by American photographer Steven Meisel. Image courtesy of Gucci

By AMIRAH KEATON

Italian fashion label Gucci is celebrating its legacy in silk craftsmanship with a new creative initiative.

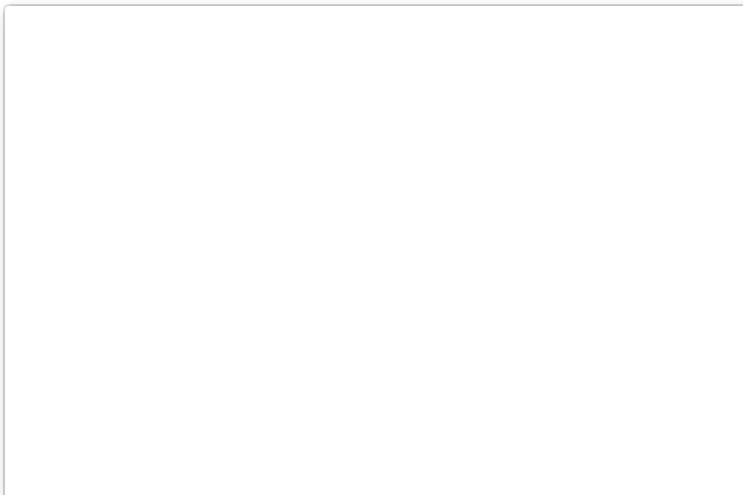
Its latest launch, The Art of Silk, encompasses a campaign starring American actress Julia Garner, a collaboration with nine artists to reinterpret archival themes and a new book created with luxury publisher Assouline. Through these channels, Gucci highlights the evolution of a classic accessory, reframed for a contemporary audience.

Artistic liberties

The Keep It Gucci: The Art of Silk campaign features Ms. Garner in a cinematic sequence shot by American photographer Steven Meisel. Set against a nocturnal cityscape, the campaign showcases silk scarves in motion, emphasizing their fluidity and versatility.

At the center of the imagery is Gucci's Flora motif, first brought to life in 1966 by Italian illustrator Vittorio Accornero de Testa. The intricate floral pattern remains a key brand emblem.

Here, it is featured in visuals that bridge past and present.



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Titled after the measurements associated with Gucci's selection of silk twill scarves, The house is simultaneously unveiling 90 x 90, a project for which nine international artists were prompted to reimagine five signature Gucci design themes: flora, fauna, nautical, equestrian and the GG monogram.

Participating artists include Robert Barry, Everett Glenn, Sara Leghissa, Currynew, Jonny Niesche, Gio Pastori, Walter Petrone, Yu Cai and Inji Seo. Each uses the silk scarf as a canvas with which to introduce a unique aesthetic, blending elements of pop, fine art and fashion.

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In a statement, the brand notes that "from the central lily of Flora to the animals of the savannah, metamorphosing into sci-fi monochromatic gels or compelling characters from an adventure comic," the reinterpretations "strengthen the symbols of the house, animate them and launch them towards new perspectives, interpretations and uses for the future."

Archival storytelling

Complementing the campaign and artistic collaboration, Gucci has partnered with Assouline to release *Gucci: The Art of Silk*, an in-depth book chronicling the evolution of its scarves.

The coffee table read explores the role of silk scarves in Gucci's history, spanning previous creative directors, from American

designer Tom Ford to the recently-departed Sabato De Sarno ([see story](#)), additionally examining the influence of Renaissance Florence, cinematic glamour and the house's aristocratic connections on its silk designs.



Gucci: The Art of Silk is available through [Gucci.com](#), Assouline bookstores and select Gucci boutiques worldwide. Image courtesy of Gucci

Encased in a silk-printed slipcase with a foil-stamped logo, the book is a collector's piece featuring archival imagery and essays from renowned authors Jennifer Sliwka and Christopher Wallace. It is available through [Gucci.com](#), Assouline bookstores and select Gucci boutiques worldwide.

In the past, the label has celebrated its craftsmanship through artistic collaborations ([see story](#)). Similarly, brands such as French fashion and leather goods house Hermès ([see story](#)) have emphasized silk accessories in recent campaigns, using storytelling to reinforce their brand identities.

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