

APPAREL AND ACCESSORIES

Pucci leans on classical luxury codes for holiday campaign

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The brand is uplifting traditional luxury advertising strategies with its new endeavor. Image credit: Pucci

By ZACH JAMES

Italian fashion label Pucci is embracing vintage inspirations for its latest marketing launch.

This month, the brand's 2025 holiday campaign made its debut, featuring shorts and stills nodding to fashion magazine covers of the past. To accomplish this goal, the maison enlisted Russian supermodel Irina Shayk as its star, positioning her as a festive, 1960s-era cover girl across social media and beyond.

"Pucci is trying to do multiple things all at once, play on the name in a retro cheeky manner, giving Pucci a meaning of its own, while pushing Irina Shayk's sex appeal with some element of naughtiness," said Rony Zeidan, founder and creative director of **RO New York**.

"It is hard to perceive a broader target audience aside from Russian with Irina as the face of the brand; it is a bit reminiscent in spirit of an old Glamorous Halston world, but a bit gauche," Mr. Zeidan said. "This retro feel gives it a Halston twist in my opinion, and it looks like it is doing something right for a brand that has seen better days.

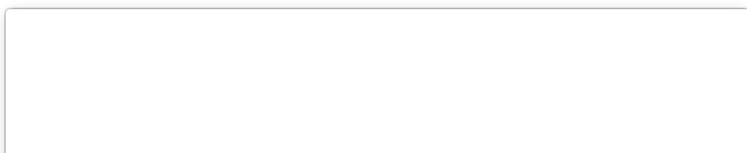
"If indeed their target is shifting East, then the campaign might achieve its goal, but if the intent is to have a global appeal, then it misses the mark."

Mr. Zeidan is not affiliated with Pucci but agreed to comment as an industry expert.

In the spotlight

Directed by American filmmaker and photographer Columbine Goldsmith, the new promotional push spotlights the label's wideranging selection of silk scarves.

The initiative's debut short sees Ms. Shayk grace the covers of several Pucci-branded magazines while sporting the emblematic accessory and a matching dress. Throughout the brief runtime, the model shows four different ways to style the scarf, by wrapping, knotting and folding the fabric.



[View this post on Instagram](#)

A post shared by PUCCI (@emiliopucci)

Another film sees Ms. Shayk speak directly to the viewer, asking, "What's your fashion forecast?" From there, the talent is seen in a variety of different scarf prints while posing across the same magazine pages.

The most recent promo begins with a behind-the-scenes look at the supermodel's styling process for the holiday campaign, as several stagehands help position the accessories atop her head. As the video progresses, the camera zooms out to show the star once again on the newsstand, where she shoos away the assistance and states, "Don't touch my Pucci."

Pucci's new series of advertisements explores the concept of main character syndrome, which creative director Camille Miceli has engaged with in previous releases. At the same time, the festive initiative continues the label's streak of featuring high-profile models as representatives, as British supermodel Naomi Campbell starred in its fall campaign.



Promotional stills see Ms. Shayk adorned head-to-toe in various silk prints while posing in a white void. Image credit: Pucci

Fitting with this focus on star power, the campaign features little-to-no references to the holiday season or its hallmarks.

"I do appreciate the campaign not falling victim to the holiday aesthetics, but it is a bit acerbic," said Mr. Zeidan.

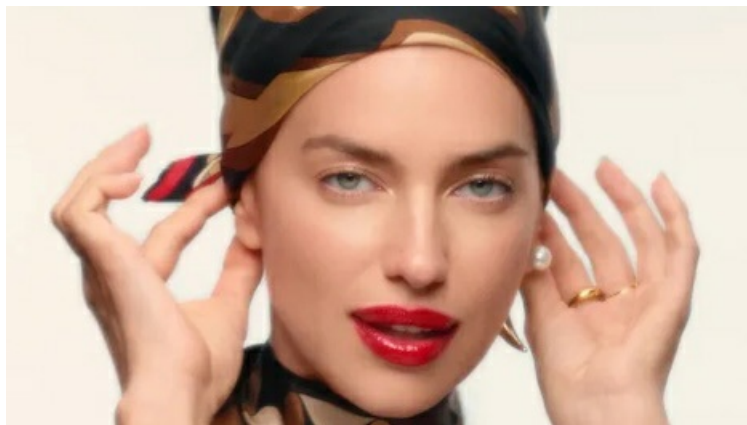
The launch of Pucci's holiday campaign coincided with the unveiling of its gift guide, which is now available on its [website](#).

Wintertime rush

A bevy of luxury brands is activating for the festive season, launching marketing initiatives, in-store pop-ups and retail collaborations to best capture the attention of affluent shoppers as they search for gifts for friends, family and themselves.

Some in the prestige space have taken inspiration from similar times and places. While Pucci saluted vintage, 1960s fashion

magazines, fellow Italian fashion house Dolce & Gabbana looked to the culture and styles of the time, merging throwback visuals with contemporary production techniques ([see story](#)).



Strategies differ greatly across the luxury spectrum. Image credit: Pucci

Classic holiday films have also guided several initiatives, with Italian fashion label Tod's ([see story](#)) and British fashion house Burberry ([see story](#)) saluting the character-rich ensembles of the silver screen through narrative promotions.

This year's festive marketing campaigns could prove more consequential than usual, as high-net-worth individuals are planning to pull back on seasonal spending, according to recent findings from global consulting group Deloitte ([see story](#)).

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