

APPAREL AND ACCESSORIES

# Gucci expands La Famiglia' concept to eyewear

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Personality is at the core of the new promotional push. Image courtesy of Gucci/Blommers and Schumm

By ZACH JAMES

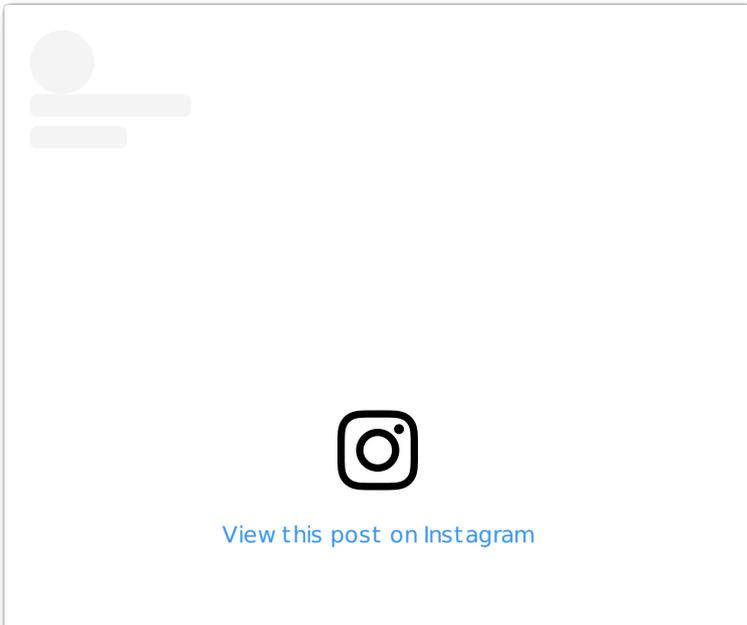
Italian fashion label Gucci is deepening its latest brand narrative in another key luxury category.

The La Famiglia initiative is expanding once again as creative director Demna asserts his vision for the future of the house. Now, the concept is applied to the brand's eyewear offerings, with the division's spring/summer 2026 campaign focusing on a diverse cast of personas and performers.

## Pure spectacle

Shot by photography duo Anuschka Blommers and Niels Schumm, known professionally as Blommers and Schumm, the campaign takes the form of a series of portraits and a short film.

A multicultural collective of models appears throughout the initiative, with each talent representing a different, boisterous personality through their body language, clothing and, of course, eyewear.





Classical luxury is at the core of the imagery, with the visuals harkening back to retro placements in magazines and on billboards. These vintage inspirations carry onto the spotlighted accessories themselves, which take on the look of archival designs from the 1970s and beyond.

Characterization is central to the initiative's concept, with one male model representing a laid-back, casual consumer, perhaps among the aspirational crowd, while another cast member is seen decked out in high-end clothes and colored furs, standing in for a fashionable, stylish portion of the maison's core clientele.

The short film sees all of these caricatures placed together, as the camera pans across a restrained, dark-colored set, setting the focus on the people and their choice of eyewear. The selection includes a variety of new silhouettes, including throwback aviators and contemporary, rimless cat-eye frames, among other pieces.



*Much like the other La Famiglia placements, the new campaign features classical background music. Image courtesy of Gucci/Blommers and Schumm*

Gucci's [men's](#) and [women's](#) spring/summer 2026 collections are available now in-store and online.

### **Conceptual lens**

Since taking over as creative director, Demna has refocused the house on individuality, both in its assemblages and advertising.

La Famiglia marks the latest expansion of this goal, with the spring/summer 2026 campaign ([see story](#)) now having expanded twice over. "Gucciness," a term coined by the artistic lead, which defines the group's new aesthetic language of archival-meets-contemporary, is present across all segments of the initiative.



*Large, ensemble casts are a hallmark of the seasonal push. Image courtesy of Gucci/Blommers and Schumm*

Late last month, the brand launched The Gathering, which reformatted the original concept for the global East, enlisting a cast of actors and models from across China and Thailand ([see story](#)).

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