

INTERNET

Gucci teases spring/summer collections via fast-paced video

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By ERIN SHEA

Italian fashion house Gucci is flaunting its spring/summer 2013 collections through a short, fast-paced video that shows off both men's and women's apparel and accessories.



The 30-second video features Gucci's bright spring/summer products against a backdrop of its print advertisements. The length of Gucci's video does not ask a large time commitment from its consumers and is likely to leave them wanting to see more than just a sneak peek.

"A sneak peek in whatever form is a positive communication," said Chris Ramey, president of [Affluent Insights](#), Miami.

"Time is currency to the affluent and respect for their time is always important," he said.

Mr. Ramey is not affiliated with Gucci, but agreed to comment as an industry expert.

Gucci did not respond by press deadline.

To the point

The short video is fast-paced likely to keep the attention of today's distracted consumer.

The first few seconds of the video show a model posing in a formal dress.



Video still

The screen then shifts to a rose-colored tint and then shows another model's face.

There is a quick shot of a male model from the shoulders up. He is wearing a red suit jacket.

Gucci's static spring/summer campaign images serve as the backdrop to the video in the majority of the scenes.

Next, there is a rapid transition of shots of models in yellow dresses.

Then a bag and a scarf are shown on a model.

The last few seconds of the video go back to the model in the red dress and the male model in the red suit.

The model in the dress fades out as the screen pans over the large background ad and "Gucci.com" appears on the screen.

The video manages to show many products in its short time period.

Embedded Video: <http://www.youtube-nocookie.com/embed/cpiTj20Z6no>

Gucci presents: Spring/Summer 2013 campaign

Luxury marketers should contemplate the placement of videos such as Gucci's spring/summer film to reach their target consumer who will spend an average of 30 seconds watching it, per Ian Foley, a Portola Valley, CA,-based digital marketing strategist.

"This [video] is effectively an extension of its traditional photo look book to video," Mr. Foley said.

"While they could target potential customers in the past by placing photo ads in audience-relevant magazines, they need to think about syndicated video distribution or relevant audience generation around their video campaign, too," he said.

Making a scene

Many luxury marketers have been promoting new collections with social videos, but those that stand out are the ones that are original or tell a story.

For instance, French leather goods maker Longchamp beat the winter blues by flaunting its spring collection in an upbeat video campaign and out-of-home advertising.

The 80-second video was released on the brand's social media and the campaign is being promoted through digital and physical platforms.

The spot titled "You Should be Dancing" features model Coco Rocha walking through airport security and busting out dancing with her Longchamp bag ([see story](#)).

Also, Italian fashion house Fendi showcased the modern notes of its spring/summer 2013 collection in a light-hearted video by creative director Karl Lagerfeld.

Mr. Lagerfeld's "Peplum People" depicts two women who each wear three different looks from the collection during the two-minute-30-second mini film ([see story](#)).

Videos that resonate with consumers are those that have not been done before.

"Fashion voyeurism is sport," Affluent Insights' Mr. Ramey said. "[These videos] are perfect in a fast fashion environment."

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/G0o475A5iKk>

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