

EVENTS/CAUSES

## Gucci highlights brand heritage through film restorations

September 27, 2013



By JEN KING

Italian fashion house Gucci is continuing its film restoration project with The Film Foundation and Warner Bros. Entertainment that showcases the brand's appreciation for and support of cinematic arts.

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Facilitating the restoration of director Nicholas Ray's film "Rebel Without a Cause" allows the brand to show its enthusiasts a side not based in fashion. Artistic collaborations give brands a way to connect with and change the perceptions of consumers outside their niche.

"This strategy is interesting because it allows fashion brands to connect with synergistic verticals as well as providing them with the opportunity to best display their advocacy for the arts as well as preservation of history, said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#), New York.

"Residual effects are this alignment provides visibility within their target market, and keeping them relevant within their clientele's eyes," she said.

Ms. Strum is not affiliated with Gucci, but agreed to comment as an industry expert.

[Gucci](#) was unable to comment directly.

Keep the cameras rolling

The restored "Rebel Without a Cause" will screen Nov. 1 at the Los Angeles County Museum of Art's Bing Theater and is funded by Gucci, director Martin Scorsese's Film Foundation and Warner Bros. Entertainment.

Mr. Scorsese will introduce the restored film for its world premiere. The event will be co-hosted by Gucci creative director Frida Giannini and LACMA CEO and Wallis Annenberg director Michael Govan.



*The Los Angeles County Museum of Art, CA*

The museum is honoring Martin Scorsese Nov. 2 at the third annual Art+Film Gala where Gucci is a presenting sponsor and Ms. Giannini is a gala committee member.

The Rebel Without a Cause film restoration project is Gucci's tenth collaboration over eight years with the Film Foundation and Warner Bros.

The partners have restored films such as "La Dolce Vita" and "Once Upon a Time in America" so that new generations have the opportunity to enjoy them.

Due to the popularity of Rebel Without a Cause starring actor James Dean, the film negatives became worn out from overuse. The film was restored from its original 8K CinemaScope negative to 4K digital.



*Rebel Without a Cause film still*

Choosing an iconic, well-known film is likely to attract the attention of film enthusiasts. Gucci's key role in the restoration will create additional buzz among brand enthusiasts.

For the greater good

Brand collaborations with artists highlight an appreciation for art while bringing in a new crowd of consumers.

For example, Champagne brand Dom Pérignon is using its new Instagram page to show off its collaborative project with artist Jeff Koons as a way to reinvent itself and appeal to younger consumers.

The limited-edition Balloon Venus bottle and gift box was unveiled at a brand event during New York Fashion Week after a two-year collaboration. Collaborations with contemporary artists can reposition a brand's image to appeal to younger consumers while the limited availability of the product line will still draw brand loyalists ([see story](#)).

Film is an ideal platform for brands to increase exposure on a larger scale than a traditional print ad or branded video.

Furthermore, luxury brands are likely to benefit more from product placement in feature films than from brand-sponsored events that reach a narrow number of consumers.

Branded sponsorships are common among luxury brands looking to attract consumers through a shared hobby or cause. Product placement in feature films, on the other hand, allows the brand to be viewed on a platform likely to resonate with more prospective consumers ([see story](#)).

Collaborations give brands an opportunity to present themselves outside their usual niche.

"The benefit for Gucci to getting involved with this restoration is spot on," Ms. Strum said.

"It is a great opportunity to maintain existing relevancy as well as the opportunity to establish relationships with their aspirational clientele," she said.

Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

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