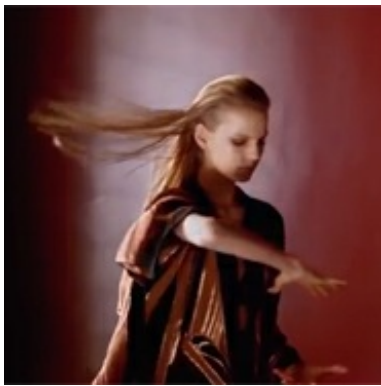


INTERNET

Gucci mixes martial arts with modeling in spring campaign video

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By SARAH JONES

Italian fashion house Gucci gave its spring/summer 2014 print advertising campaign a kick with a martial arts-inspired social video.

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The one-minute video shows models stage-fighting each other in the collection's kimono sleeved shirts and embroidered jackets. By adding action to its campaign video, Gucci was able to show how its clothing moves as well as further communicate the inspiration behind the print campaign and collection.

"Video short, behind-the-scenes video and print make today's fashion campaign best practices formula," said Paul Farkas, cofounder/CEO of [Accessory2](#), New York. "Big brands know embedded video begets more eyeballs and mixed media campaigns create more touch points for social link bait along the life of the campaign."

"This set could be shared along by a younger demographic, those that are saving and aspiring to one day have Gucci more substantively in their closets," he said. "A serialized cliffhanger with some Tarantino-esque whimsical production or cameos could have had viral effect."

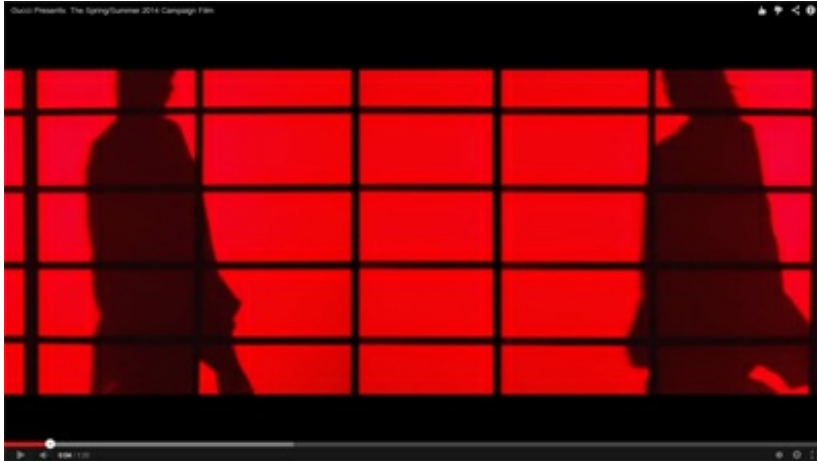
Mr. Farkas is not affiliated with Gucci, but agreed to comment as an industry expert.

Gucci was unable to comment directly before press deadline.

Fight club

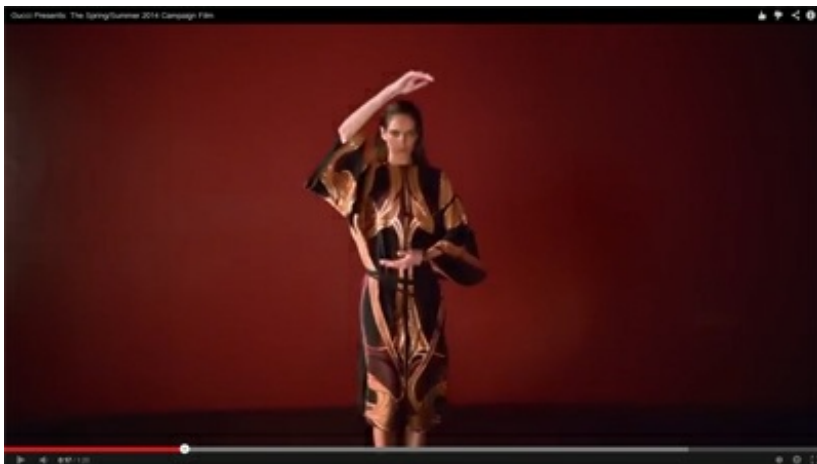
The video was directed by Mert Alas and Marcus Piggott, both fashion photographers who have worked consistently with the brand on their campaigns. It features models Amanda Wellsh, Elisabeth Erm, Tommaso De Benedictis and Luca Till Stascheit.

Gucci's video begins by showing a glowing red shoji screen with the outline of two robed figures walking toward each other.



Video still

The figures kneel and the camera angle shifts to show the two female models, who are kneeling in an entirely red room. Both models rise again, and begin to move their arms fluidly.



Video still

In between shots of the individual models preparing to fight, the video cuts to two male models engaged in combat.

The female models begin to make chopping motions with their hands, moving closer to each other. They begin to circle each other, grabbing each other's arms and throwing their arms at one another.



Video still

As the video cuts back and forth between the male and female models, the camera angle changes, showing them from above or capturing the outline of the duos in front of the brightly lit screen.



Video still

In the midst of the fighting are clips of the female models in different attire in front of a black backdrop. They carry handbags and continue to move, showing how the garments move when affected by a wind machine.



Video still

The video ends with the same image of the two female models kneeling, their arms prepped for battle.



Video still

Gucci unveiled its print ads first on social media, which feature the same red color as a background for consistency. Instead of fighting, the models in the print ads lean against the metallic wall or sit reclined in chairs.

The label posted its campaign film to its social media accounts, prompting sharing. Prior to releasing the campaign video, Gucci posted behind-the-scenes images from the making of the video.

Gucci spring/summer 2014 campaign video

Up close

Video can showcase apparel and accessories in a different way than still photos, since it can capture close-ups and movement.

For instance, Lebanese couture fashion house Elie Saab released a short film look book for its ready-to-wear resort 2014 collection to play up the movement of the dresses.

In the video, titled “Daydream,” a group of models move in the collection’s gowns, walking as if on a runway or moving the garments to create a billowy effect ([see story](#)).

Also, Italian atelier Prada released a video partner to its resort 2014 print campaign that focuses on accessories to target consumers shopping during the holiday season.

The video, which was released on Prada’s Web site, focuses more on the accessories

than the print campaign does by showing them in close-up. Filming video footage alongside the still photos allowed Prada to showcase more of its products than would fit within a typical print ad spread ([see story](#)).

Gucci's campaign video combines both the movement seen in Elie Saab's video and the close-up shots from Prada's resort video.

"The choreography does well in showing fabric flow, but not contextually within demonstrated martial arts expertise, and the accessory snapshots could be more seamless," Mr. Farkas said. "The red backdrop brings fierce and Valentine's love, but perhaps the line would have played better as dripped abstract oils within an art gallery or stained glass setting."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York