

INTERNET

Gucci focuses on handbags with sci-fi social video

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By SARAH JONES

Italian atelier Gucci is putting the focus on its spring handbags with a new social video sporting a dark nightclub theme.

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Gucci's "The Fringe" weaves a sci-fi type storyline around the label's fringed handbags, following a woman at an atypical nightclub. By crafting a narrative around its featured accessory for this season, Gucci will likely draw views and create desire among women looking for the newest it-bag.

"I believe this video is targeted to current Gucci customers and simply meant to highlight their fringe handbag," said Brittany Mills, vice president of client solutions at [Nervewire Inc.](#), New York.

"The content within the video doesn't show off the functional or design features further than the fringe, so it is clear that it is simply meant to get customers excited about the bag," she said.

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

[Gucci](#) did not respond by press deadline.

Club story

When the one-minute video opens, a woman is seen walking on the street toward a club. She walks past the rope line up to the bouncer.



Video still from "The Fringe"

The video cuts to the security camera control room, where a woman whose face is hidden speaks into a microphone. The bouncer nods in response to the message and lets the first woman in the door.



Video still from "The Fringe"

As she walks in, the camera pans up to show the lit Gucci double-G insignia over the door.



Video still from "The Fringe"

Still only shown from the back, the partier walks through a red hallway, seen both on security footage and in person. She passes another woman styled the same way, her long blond hair with a slight natural wave.



Video still from "The Fringe"

The woman reaches the main part of the club, where other look-alikes are on the dance floor with their own fringe bags in various colors, which move when they turn.

Moving past the dancers, the protagonist pauses at a jellyfish tank. Reflected in the tank glass, she sees two women who look identical to her, but who are wearing different outfits.



Video still from "The Fringe"

The woman turns to look up at the security camera and then walks up the stairs to the control room.

When the woman opens the door, she sees a mirror image of herself, who has been manning the security cameras. They stand to look at each other, and then both look at the security footage, which now shows an endless loop of them viewing the screen.



Video still from "The Fringe"

Gucci posted a teaser video to Facebook on March 1 that just showed the model walking with the bag on the brick street. The brand told consumers that they would be able to see where she goes on Monday March 3.

Before the official social media release, Gucci posted the video to YouTube, where it received views before the brand shared it.

As of press time, the video had been watched close to 26,000 times and the Facebook post of the video was shared about 240 times.

Gucci Presents: The Fringe

Fringe benefits

Gucci, like a lot of other fashion labels, is putting heavy emphasis on handbags in its current marketing efforts.

The brand is touting its accessories range with a three-part advertisement on Women's Wear Daily's mobile Web site to show that its product lines extend beyond fashion.

Using its ongoing print and digital campaign for the spring/summer 2014 collection, Gucci is able to create cohesion throughout its overall strategy to promote its current line. Highlighting accessories seen in the campaign will likely benefit Gucci by building awareness for lesser-priced items due to their appeal across all demographics ([see story](#)).

The fringe handbag was also featured in Gucci's spring/summer 2014 campaign video, but this video puts the accessory front and center.

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

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 ([see story](#)).

The way this film was released made sense, since it gave the brand a true understanding of the effect that social media had on its reach.

"I think it makes sense for a brand to post a video on YouTube first before sharing on other platforms to help get the numbers and engagement up," Ms. Mills said.

"You want to see how the video does organically first before you push social traffic to it for true performance metrics," she said.

Final Take

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