

From: **KURRE Lauren** Lauren.Kurre@gucci.com
Subject: **GUCCI'S NEW MEN'S TAILORING CAMPAIGN: LIFE OF A ROCK STAR**
Date: September 29, 2020 at 3:03 AM
To: **ZURLO Lindsay** lindsay.zurlo@gucci.com, **MINEO Veronica** veronica.mineo@gucci.com

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Gucci's New Men's Tailoring Campaign: Life of a Rock Star



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For Gucci's new men's tailoring collection, Creative Director Alessandro Michele calls on three idiosyncratic musicians and chooses to work again with photographer and director Harmony Korine to conjure images of an archetypical rock star lifestyle, envisioning a meeting of eccentric creatives in a Californian modernist mansion, located in Los Angeles where the campaign was shot in February.

Among the bold architectural spaces and the wood, stone, glass and shagpile of this West Coast pad, musicians A\$AP Rocky, Iggy Pop and Tyler, The Creator hang out with Iggy's pet parrot, Biggy Pop, and its friend, a striking blue hyacinth macaw. The housemates goof about with their pets on the grassy terrace at night, at the kitchen table with a huge pot of spaghetti, and in the lounge in the afternoon sunlight. Together the trio have fun, and while each is undoubtedly a separate, powerful personality, their shared love of panache creates common ground.

Alessandro Michele's eclectic vision put together these three cult artists, who have distinctive style, creating a strange, unexpected dialogue. "The result is a group campaign with three men who I believe had fun too. There is always this image of eccentricity, because they are in fact eccentric themselves. A certain type of fun is also portrayed and the idea of how one's obsession with appearances can create a kind of common ground that can become a sort of brotherhood. It was beautiful to see these three men together, seemingly different but very similar", explains the Creative Director. "This is another chapter of this journey. With these campaigns, I am working on different ways of being elegant, and these three men embody this idea perfectly. I like to tell the story of elegance in completely arbitrary and unexpected ways. Perhaps elegance is something in the air that sometimes you are not even ready for. Male elegance can be unpredictable and strange."

CREDITS

Creative Director: Alessandro Michele

Art Director: Christopher Simmonds

Photographer/Director: Harmony Korine

Hair: Paul Hanlon

Make-up: Thomas De Kluver

Talents: A\$AP Rocky; Iggy Pop; Tyler, The Creator

VIDEO MUSIC

"Supernature"

Performed by Cerrone

Written By: Marc Cerrone, Lili Marlene Premilovich, Alain Wisniak

Published By: Kobalt Songs Music Publishing, Because Editions /Concord Music Publishing

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LAUREN KURRE

Public Relations Assistant

GUCCI
195 Broadway, 12th Floor
New York, NY 10007
Phone 212.379.8542
Mobile 646.634.4844

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