

GUCCI

JODIE TURNER-SMITH STARS IN GUCCI'S NEW HORTUS DELICRARUM HIGH JEWELRY CAMPAIGN

In 2021, Gucci presents its second High Jewelry collection, designed by Creative Director Alessandro Michele and showcased in a new advertising campaign featuring Jodie Turner-Smith. In a shimmering series of images and a film that evoke Hollywood glamour, the actor wears pieces from the new precious jewelry collection.

Named 'Hortus Deliciarum' (Latin for 'Garden of Delights'), Gucci's High Jewelry collection draws on the symbolic motifs that are dear to Alessandro Michele and Gucci, taken from the extensive and multifarious canon of House iconography.

The collection comprises more than 130 pieces, largely one of a kind, and its motifs are divided into four chapters informed by the majestic beauty of the natural world, star-crossed skies, and breath-taking sunsets. Also included in the collection are singular and striking solitaires, redefined with maximalist allure, as well as a precious selection of bejeweled timepieces.

This eclectic collection is distinguished by its kaleidoscopic palette, a reflection of the mercurial sky and its shifting hues and constellations. Thus, fittingly, the new campaign, shot by Glen Luchford, sees Jodie Turner-Smith dazzle while she takes a midnight dip in her lavish swimming pool accompanied only by her brightly-coloured pet snake and bird. While Mother Nature is Gucci's ultimate source of inspiration for its 'hortus' of jewels, with their flowers and magical beasts, Jodie Turner-Smith acts as a fellow muse in these poetic images that express the splendour and universal beauty of the natural world.

Credits:

Creative Director: Alessandro Michele
Art Director: Christopher Simmonds
Photographer/Director: Glen Luchford
Make Up Artist: Thomas de Kluver
Hair Stylist: Paul Hanlon

Music credits:

"Love Hangover" - Album Version
Artist: Diana Ross
Music and lyrics by Marilyn McLeod, Pamela Joan Sawyer
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