

GUCCI

Gucci's campaign for Lunar New Year celebrates the House's dedicated collection featuring Japanese manga character Doraemon

January 12th, 2021 - To celebrate the upcoming Lunar New Year, commencing on February 12th and which heralds the Year of the Ox, Gucci's Creative Director Alessandro Michele has imagined a dedicated collection of special items that feature the famous Japanese manga and anime character, Doraemon – the cat-type robot sent from the XXII century to help a young boy called Nobita Nobi with secret gadgets from his four-dimensional pouch. The resulting Doraemon X Gucci collaboration is also marking the manga's 50th anniversary.

The special collection for men and women featuring pop icon Doraemon in his classic blue color over the GG motif, across different product categories, will debut on January 12th. Later in the month of January, a new special and playful Doraemon's disguise, exclusively created in tribute to the year of the Ox, will be revealed.

For the occasion, Doraemon takes the stage of the new Gucci Lunar New Year campaign shot by photographer Angelo Pennetta. This highly recognizable character becomes a companion who transforms everyday activities into joyful adventures. From having breakfast, to playing video games with friends or partying in the garden, the affable Doraemon in the role of an imaginary friend brings color into people's lives.

The pieces will be promoted through Gucci's digital channels and selected Gucci stores worldwide. Gucci Pins, the House's ephemeral stores inspired by the pins seen on interactive digital maps, will also bring immersive shopping experiences to several cities.

The Gucci 2021 Lunar New Year Collection has its own sustainable packaging, which comprises fully recyclable green bags and matching swing tickets referencing the 50th anniversary of the cartoon, all featuring Doraemon.

Furtherly under the spotlight, the Japanese manga character will take over selected store façades and street installations in different cities across Australia, China, Hong Kong, India, Japan, Malaysia, Singapore, Taiwan, Thailand and Vietnam. Doraemon will also be the star of two Gucci ArtWalls in Shanghai and Hong Kong, where he will pose over the GG motif, as in the collection.

Bespoke entertainment will be available on the Gucci App bringing Doraemon figure to life thanks to Augmented Reality. Scanning the Gucci ArtWalls and the dedicated packaging, users will discover a choreography by their favourite character.

Credits

©Fujiko-Pro
Creative Director: Alessandro Michele
Art Director: Cristopher Simmonds
Photographer: Angelo Pennetta