

Gerard Allison
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Contemp Design & Lux Market
NYCCT
Gucci brand evaluation

Print & Online advertising



Billboard advertising on an apartment building in Soho Manhattan

When your girl doesn't notice your new watch

Me vs the guy she says I shouldn't worry about



Meme ads ran on Instagram.



Gucci print ad in a magazine.

Social media

-Adopted the use of memes in their watch ad campaigns to relate to younger generations, this maybe because they were the first luxury brand to embrace e-commerce while other brands thought physical was the only way to go.

-Modern celebrities are used heavily in advertising and allow the brand to relate to a younger demographic

Instagram account = 49.3M followers

Twitter = 6.9M Followers

Facebook = 20M page likes

Youtube = 821K subscribers

Other accounts, Pinterest, Snapchat, Gucci Podcast on Pandora Radio

Gucci was the first luxury brand to adopt the use of e-commerce, they used strategies such as “pick up in store” and giftwrapping options to give customers an online and in store experience they would enjoy, Gucci e-commerce strategy is looked at as a model for other E-commerce brands.

5 City Store locations



New York, 5th Ave.



Houston Galleria



Gucci x Adidas Pop up store



Gucci Chicago.

Margo-Schneier - PR director,
Previous PR director for Womens Loius Vuitton

Previous Events

Gucci Twinsburg - September 23 2022

Description from facebook page, “ On Friday, September 23 at 2:30 p.m. CEST, Creative Director Alessandro Michele will reveal his new collection. Stay tuned for the House’s live stream of the fashion show, which will feature exclusive access to a behind-the-scenes feed”

Event video link : <https://www.facebook.com/watch/?v=472350171463340>

Gucci Cosmogonie Live - May 16th 2022

Description from Facebook Page ; “On May 16 at 8pm CEST, Alessandro Michele’s newest collection for Gucci will unfold on a runway set against the backdrop of the historic Castel del Monte in Andria, Italy”.

Event video link : <https://www.facebook.com/watch/?v=2131371270364407>