

CM555

Promotional Script, Final Draft

TO: Professor Clark

FROM: Lauren Davies

DATE: December 9, 2019

SUBJECT: Gucci, Spring Summer 2020 Collection

TITLE

“All-Access with Alessandro: An Insider Glance at the Gucci Spring Summer 2020 Collection”

PURPOSE

To promote a new product line, the Gucci Spring Summer 2020 collection, to retailers.

Situation

Gucci is an Italian fashion house based in Florence, Italy. Since its founding in 1921, Gucci has recursively adapted the meaning of ‘modern fashion’ through iconic luxury goods and ready-to-wear clothing.

This September at Milan Fashion Week, creative director Alessandro Michele presented Gucci’s Spring Summer 2020 collection. Inspired by a resistance to uniformity, the collection is shockingly subversive and fundamentally contemporary. Presented at the Gucci Hub in Milan, the collection is spearheaded by Michele’s creative promise of allowing patrons “to walk through fields of possibilities, cultivate beauty, make diversity sacrosanct, and celebrate the self in expression and identity,” as stated in the show notes.

Challenge

The exhibition of Gucci’s Spring Summer 2020 collection at Milan Fashion Week wowed significant controversy. Michele opened the show with a series of white utilitarian looks presented upon a conveyor belt catwalk amidst a teal and white stagescape.

Michele’s creative decision for the show’s opening has garnered serious criticism in the fashion community. Mental health advocates assert that both the inaugural looks, reminiscent of straitjackets, and the sterile-

appearing atmosphere of the stage framed the collection's debut in an uncomfortable and downright tone-deaf medium.

Gucci, an affiliate of the global luxury group Kering, finds itself in an unfortunate position as a brand. Despite the house's faux pas at Milan Fashion Week, widely considered to be the season's largest promotional event for Italian fashion, Gucci seeks to successfully market all items of the Spring Summer 2020 collection to luxury retailers.

Summary

This piece is a promotional show that will tell the story of what the Gucci brand represents today: a powerful, trend-oriented, yet timeless brand. It will showcase the Gucci Spring Summer 2020 collection to fashion buyers with the intent of encouraging the sale of collection items to retailers such as Saks Fifth Avenue, Bloomingdales, and Bergdorf Goodman.

AUDIENCE

Gucci's primary target audience has traditionally resembled high income, high status, middle-aged businessmen and businesswomen. In recent years, Gucci has undergone considerable rebranding as more Gen Z consumers become infatuated with the brand. Many of Gucci's new fashions hit upon this shift, collection pieces featuring salient colors and flashy logos appealing to a younger consumer audience.

VENUE

- Displayed during fashion buyer meetings
- Email to primary stakeholders: investors, key retailers, and buyers
- Media relations: targeted pitching to major fashion publications and fashion journalists, trend forecasters, and celebrity brand ambassadors

SOURCES

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“All-Access with Alessandro: An Insider Glance at the Gucci Spring Summer 2020 Collection”

VIDEO	AUDIO
<p style="text-align: center;">FADE IN</p> <p>1. Focus from bokeh effect to ES of the skyline of Florence, Italy at dusk from stock footage.</p>	<p style="text-align: center;">(FADE MUSIC IN)</p> <p>(“THE TOWN (INSTRUMENTAL)” BY THE WEEKND UNDER)</p>
<p style="text-align: center;">CUT TO</p> <p>2.-6. TIMELAPSE of the sun setting behind the Florence Duomo from stock footage.</p>	<p>Alessandro Michele (VO): When I work...I need a beautiful place.</p>
<p style="text-align: center;">CUT TO</p> <p>7.-10. MONTAGE of historic Florence at night from stock footage, panning shots displaying classical architecture.</p>	<p style="text-align: center;">(MUSIC CONTINUES UNDER) (NO SOF)</p> <p>Michele (VO): In Florence...you can feel the power of this old city...And as an artist, it’s important to recognize the time that you are in.</p>
<p style="text-align: center;">CUT TO</p> <p>11. Stock footage FS of a classical Florentine sculpture illuminated by spotlights in the evening.</p>	<p>Michele (VO): Time... is what makes the work relevant.</p>
<p style="text-align: center;">CUT TO</p> <p>12. Archival HANDHELD FS of Michele posing for a photo with a colleague following</p>	<p style="text-align: center;">(NO SOF WITH MUSIC FADE UP)</p>

<p>the Gucci SS20 show.</p> <p>CUT TO</p> <p>13. CU of a camera lens as it flashes a photo.</p> <p>WHIP PAN TO</p> <p>14. FS of Michele speaking with Gucci models after the SS20 show.</p> <p>CUT TO</p> <p>15. ECU of a SS20 garment revealing intricate detailing.</p> <p>CUT TO</p> <p>16. SLOW MOTION CU of Michele's hands as he gestures passionately while speaking with the press.</p> <p>CUT TO</p>	<p>(SFX OF LOUD CAMERA FLASH WITH MUSIC FADE DOWN)</p> <p>(CAMERA FLASH SFX OUT WITH MUSIC OUT) (SOF OF MICHELE CONVERSING WITH MODELS)</p> <p>(SOF OF SWISHING FABRIC WITH MUSIC FADE IN)</p> <p>(“THE TOWN (INSTRUMENTAL)” BY THE WEEKND UNDER)</p> <p>Michele (VO): I am thankful to be on Earth at a time I believe is the new Renaissance...</p> <p>(MUSIC CONTINUES UNDER)</p> <p>Michele (VO): ...the ability to create one's own destiny.</p> <p>(MUSIC FADE OUT)</p>
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<p>17. PS PAN of the Gucci SS20 runway at the conclusion of the SS20 show.</p>	
<p>CUT TO</p>	<p>(SOF OF CROWD'S APPLAUSE)</p>
<p>18. TRACKING CRANE SHOT of Michele walking down the runway at the completion of the SS20 show.</p>	
<p>CUT TO</p>	<p>(NO SOF)</p>
<p>19. Archival LS of the Gucci SS20 runway where two models dressed in monochrome utilitarian looks stand motionless waiting for the show to begin</p>	
<p>CUT TO</p>	
<p>20. ZOOM to FS of Gucci SS20 models standing motionless then HOLD.</p>	<p>Michele (VO): The ability to create... is power.</p>
<p>CGG OVERLAY: "GUCCI" in white IN/OUT then "SPRING SUMMER 2020 COLLECTION" in white IN/OUT.</p>	<p>(MUSIC UP)</p>
	<p>("THE TOWN (INSTRUMENTAL)" BY THE WEEKND)</p>
	<p>(MUSIC STING then OUT)</p>
<p>CUT TO BLACK</p>	<p>(FADE MUSIC IN)</p>
<p>21. CGG OVERLAY: countdown from "144 HRS: 00 MIN: 59 SEC: 00 MS" in white IN against a black background.</p>	

<p>WHIP PAN RIGHT TO</p> <p>22. HANDHELD TRACKING FS of Michele, from behind, strolling between clothing racks of new fashions in the Gucci workshop.</p> <p>CGG OVERLAY OUT.</p> <p>CUT TO</p> <p>23.-27. MONTAGE of CU shots of Gucci SS20 fabric samples and design thumbnails.</p> <p>WHIP PAN UP TO</p> <p>28. POV FS of a male Gucci SS20 model modeling a utilitarian look in the Gucci workshop. The model walks briskly out of frame as Michele, standing behind with anonymous Gucci artisans, observe.</p> <p>CUT TO</p> <p>29. Archival HANDHELD PAN LEFT and HOLD on Michele observing the male model's fitting in the Gucci workshop.</p> <p>CUT TO</p> <p>30. Archival FS of Michele seated in front of</p>	<p>("RELAXING INSTRUMENTAL HOUSE MUSIC" BY BEST MUSIC COMPILATION FROM 18:22)</p> <p>(SOF OF MUFFLED CHATTERING AND HANGERS SLIDING ON CLOTHING RACKS WITH MUSIC UNDER)</p> <p>(SOF OF AMBIENT WORKSHOP NOISES WITH MUSIC UNDER)</p> <p>(SOF OF WORKSHOP NOISES WITH MUSIC CONTINUING UNDER)</p> <p>Michele: How many days do we have left?</p> <p>Gucci artisan (OC): Six days before the show.</p> <p>(SOF FROM THE WORKSHOP WITH MUSIC UNDER CONTINUES)</p>
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the male Gucci SS20 model in the Gucci workshop, artisans and tailors standing behind Michele.

CUT TO

31. Archival HANDHELD TRACKING SHOT of Michele as he moves closer in his roller chair to inspect the garment and provide feedback to the tailors.

CUT TO

32. OSS of Michele's hand outlining a parabolic shape along the hemline of the model's jacket.

CUT TO

33. FS of Michele, shot from his profile, viewing the final board of SS20 design thumbnails.

CUT TO

34. MS of Michele, arms crossed, inspecting the final board of SS20 design thumbnails.

CUT TO BLACK

35. CGG OVERLAY: countdown from "72 HRS: 10 MIN: 59 SEC: 00 MS" in white IN against a black background.

Michele (VO): I would like to see this cut here...Something interesting.

(NO MUSIC)

(SOF OF MUFFLED CHATTERING AND HAMMERING)

(MUSIC FADE IN)

("PARTY MONSTER (INSTRUMENTAL)" BY THE WEEKND UNDER)

<p>CUT TO</p> <p>36. Focus from bokeh effect to archival CU of Michele entering the Gucci SS20 show venue</p>	<p>(SOF OF POWERTOOLS AND HAMMERING WITH MUSIC UNDER)</p>
<p>WHIP PAN RIGHT TO</p> <p>37.-41. Archival HANDHELD MONTAGE of stage construction for the Gucci SS20 show.</p> <p>CGG OVERLAY OUT.</p>	<p>(MUSIC FADE OUT)</p>
<p>CUT TO</p> <p>42. Archival MS of Michele collaborating with stage crew at the Gucci SS20 show's venue. Michele reviews set plans on a worktable as he directs two set designers.</p>	<p>(SOF OF POWER TOOLS AND HAMMERING)</p> <p>Michele: If we superimpose that here... Yes, we can proceed just keep it as is.</p>
<p>CUT TO BLACK</p> <p>43. CGG OVERLAY: countdown from "40 HRS: 30 MIN: 59 SEC: 00 MS" in white IN against a black background.</p>	<p>(MUSIC FADE IN)</p> <p>("RELAXING INSTRUMENTAL HOUSE MUSIC" BY BEST MUSIC COMPILATION FROM 18:22)</p>
<p>CUT TO</p> <p>44. CU of Michele's reflection in the mirror of an elevator inside the Gucci workshop.</p>	<p>(SOF OF ELEVATOR DINGING WITH MUSIC FADE DOWN)</p>
<p>WHIP PAN TO</p> <p>45. FS of Michele, from behind, exiting the elevator and entering the Gucci workshop.</p>	<p>(SOF OF FOOTSTEPS WITH MUSIC CONTINUING)</p>

<p>CGG OVERLAY OUT.</p> <p>CUT TO</p> <p>46. CU of Michele's hands holding a prototype of a new design of a Gucci SS20 handbag in the Gucci workshop.</p> <p>CUT TO</p> <p>47. ECU of the Gucci 'double G' logo embossed on the clasp of the new handbag prototype.</p> <p>CUT TO</p> <p>48. CU of Michele inspecting the new handbag prototype; he is crouched over a workbench table in the Gucci workshop accompanied by Gucci artisans.</p> <p>CUT TO</p> <p>49.-52. QUICK CUT ECUs of Gucci purses being manufactured; Gucci artisans feed brightly colored monogrammed leather into sewing machines by hand as they sew the piping along the exterior of the handbag.</p> <p>CUT TO</p> <p>53-56. QUICK CUT ECUs of Gucci luggage being assembled; a Gucci artisan hammers studs around the perimeter of the luggage.</p>	<p>(MUSIC CONTINUES UNDER)</p> <p>Michele: That's intense...That's crazy.</p> <p>Michele (VO): But it's possible...For the show?</p> <p>Gucci artisan (OC): For the show. We can try.</p> <p>(NO MUSIC WITH SOF OF SEWING MACHINES)</p> <p>(SOF OF HAMMERING)</p>
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<p style="text-align: center;">CUT TO BLACK</p> <p>57. CGG OVERLAY: countdown from “24 HRS: 00 MIN: 59 SEC: 00 MS” in white IN against a black background.</p>	<p style="text-align: center;">(SOF OF GUCCI WORKSHOP AMBIENT NOISE)</p>
<p style="text-align: center;">WHIP PAN UP TO</p> <p>58. FS of Michele at a turntable in the Gucci workshop.</p>	<p style="text-align: center;">(SOF IN THE GUCCI WORKSHOP CONTINUES)</p>
<p style="text-align: center;">CUT TO</p> <p>59. MS of Michele as he presses ‘play’ on the turntable and “Party Monster (Instrumental)” fills the studio.</p> <p>CGG OVERLAY OUT.</p>	<p style="text-align: center;">(MUSIC UP)</p> <p style="text-align: center;">(“PARTY MONSTER (INSTRUMENTAL)” BY THE WEEKND IN)</p>
<p style="text-align: center;">CUT TO</p> <p>60. - 64. MONTAGE of quick POV shots of models at final Gucci SS20 fittings in the Gucci workshop.</p>	<p style="text-align: center;">(MUSIC CONTINUES)</p>
<p style="text-align: center;">CUT TO</p> <p>65. ECU of a vibrant SS20 blouse embellished with small pearls; Michele’s hands enter the frame to critique the design.</p>	<p style="text-align: center;">(MUSIC UNDER)</p> <p>Michele (OC): I would prefer a few more...Here...and here.</p>
<p style="text-align: center;">CUT TO</p> <p>66. MS of Michele, shot from his profile, observing the final SS20 model fittings in the</p>	<p style="text-align: center;">(SOF OF AMBIENT CHATTER WITH NO MUSIC)</p>

<p>Gucci workshop; a finger is pursed against his lips.</p> <p>CUT TO</p> <p>67. FS of Michele, shot from behind, with two associates as they enter the venue of the Gucci SS20 show.</p> <p>WHIP PAN RIGHT TO</p> <p>68. MS of Michele standing beside the runway at the Gucci SS20 show venue observing show rehearsal; his arms are crossed across his chest.</p> <p>CUT TO</p> <p>69.-72. MONTAGE of Michele consulting with stage crew and reviewing show logistics.</p> <p>CUT TO BLACK</p> <p>73. CGG OVERLAY: countdown from “3 HRS: 00 MIN: 00 SEC: 00 MS” in white IN against a black background.</p> <p>CUT TO</p> <p>74-79. Archival QUICK CUT CUs of models in hair and makeup backstage before the Gucci SS20 show.</p> <p>CGG overlay OUT.</p>	<p>(SOF OF FOOTSTEPS ON GRAVEL)</p> <p>(SOF OF SHOW MUSIC AND MUFFLED CONVERSATION)</p> <p>(SOF CONTINUES)</p> <p>(FADE MUSIC IN)</p> <p>(“RELAXING INSTRUMENTAL HOUSE MUSIC” BY BEST MUSIC COMPILATION FROM 18:22)</p> <p>(SOF OF HAIR DRYERS AND CHATTER IN THE DRESSING ROOM UP WITH MUSIC UP)</p>
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<p>backstage area of the Gucci SS20 show venue.</p> <p>CUT TO</p> <p>89. Archival MS of Michele, shot from his profile, standing next to the line of models waiting to walk onto the catwalk</p> <p>CUT TO</p> <p>90. FS of Michele, shot from behind, viewing CCTV footage of the runway backstage.</p> <p>CUT TO</p> <p>91. ZOOM TO MS of Michele, shot from behind, viewing CCTV footage of the runway backstage then HOLD.</p> <p>CUT TO</p> <p>92. ECU of Michele's eyes reflecting the images on the CCTV monitor.</p> <p>CGG OVERLAY: countdown from "0 HRS: 00 MIN: 03 SEC: 59 MS" in white IN/OUT.</p> <p>CUT TO BLACK</p> <p>93. CGG: "GUCCI" in white IN/OUT then "SPRING/SUMMER 2020 COLLECTION" in white IN/OUT.</p>	<p>(NO SOF WITH MUSIC CONTINUING)</p> <p>(NO MUSIC WITH NO SOF)</p> <p>(MUSIC UP)</p> <p>("STARBOY (INSTRUMENTAL)" BY THE WEEKND).</p>
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<p>CGG: “REDEFINING FASHION SINCE 1921” in white IN/OUT then “#SS20Campaign” IN/OUT.</p> <p>CUT TO BLACK</p>	<p>(MUSIC SNEAK)</p>
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Music

“The Town (Instrumental)” The Weeknd

<https://www.youtube.com/watch?v=n0CEAfvR-IM>

“Relaxing Instrumental House Music” Best Music Compilation

https://www.youtube.com/watch?v=NPyiLkNf_0c

“Party Monster (Instrumental)” The Weeknd

<https://www.youtube.com/watch?v=Ve58uuPbwcs&list=PLObV78JC1nS1B8Go6iBpvPUGwGgCcCO-v&index=2>

“Starboy (Instrumental)” The Weeknd

<https://www.youtube.com/watch?v=n9pmlHa6pNQ&list=PLObV78JC1nS1B8Go6iBpvPUGwGgCcCO-v&index=1>