













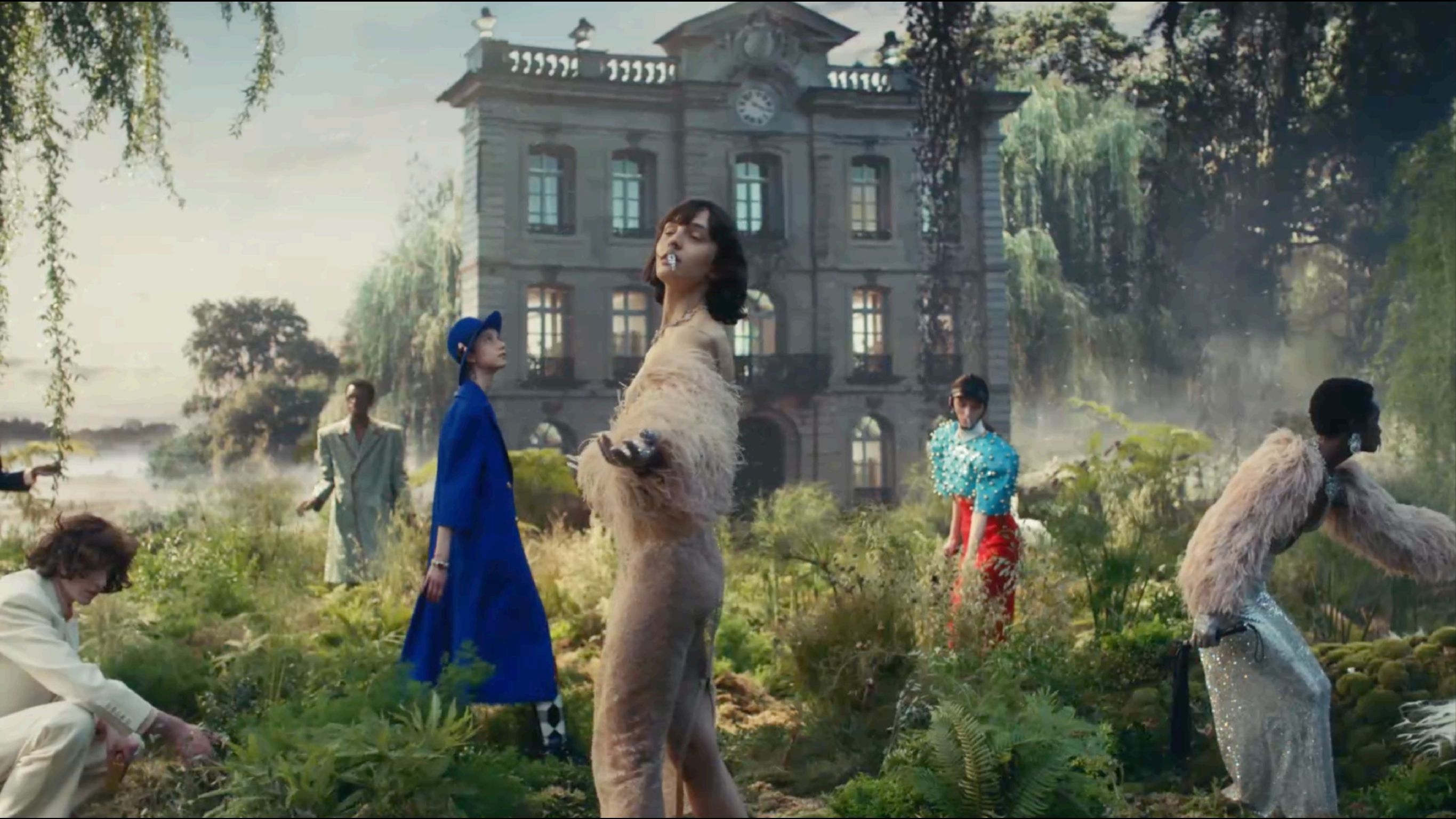
Gucci Aria





















- The brief was to create a new fashion show experience. The audience can be anywhere. They are watching on their phones and iPads and computers...much as if through the same lenses that line the runway. What they are seeing is controlled and curated. It is cinematic in a way that is unexpected for a show that is normally consumed live and in the flesh. We can move the viewer's eyes anywhere, cutting from different angles and moving around our models to take in their looks. And when we are ready, we can transport them to an entirely new world.
- The film should push the boundaries of what is expected from a typical collection. We even push the boundaries of expected physics. It should raise the bar and use the medium of film to translate the show in a super engaging way. We should try to lean into the cinematic qualities and the edit to make this feel like a journey.