

MARKETING

# Top luxury campaigns of 2023: Gucci Cosmos

December 19, 2023



Luxury labels have mounted a growing number of exhibitions in China over the past few years. Image courtesy of Gucci

By AMIRAH KEATON

At the root of an ongoing slowdown, the luxury industry faced a unique combination of macroeconomic threats this year.

Heritage brands continue to contend with tight-pocketed aspirational consumers in America and slower-than-anticipated lockdown recoveries in China, tapping ambassadors across Asia-Pacific in an attempt to spur sales. Meanwhile, affluent populations in regions such as India and the Middle East flexed their buying power, as executives at powerhouse conglomerates looked toward these new audiences to diversify channels of income.

Beauty mergers and acquisitions took off, and top-end operators in sectors such as automotive, real estate and travel accelerated global launches. Clearly, uncertain conditions did not halt activity, much less innovation. Many luxury players rose to the occasion despite challenges, venturing outside of the box by advancing unforeseen exclusives, thoughtful collaborations and engaging activations that carried growth.

In the lead-up to the new year, *Luxury Daily* is highlighting the marketing moments responsible for capturing the attention of consumers worldwide since January. Coverage will reveal the campaigns, events and strategic initiatives that have defined the last 12 months, sharing predictions as to how these themes could impact efforts in 2024.

## Gucci honored centennial anniversary with Cosmos exhibition

When Italian fashion label Gucci announced the launch of a traveling exhibition in February, few would be able to predict the scope of the celebratory situation that would unfold in the months to come.

Curated by Italian fashion critic and theorist Maria Luisa Frisa, the multisensory event made its inaugural address in Shanghai's West Bund Art Center on April 28, remaining open through June 25, 2023.

. [#GucciCosmos](#) arrives in Shanghai, bringing a constellation of ephemera and immersive experiences to the West Bund Art Center until June 25. Discover more <https://t.co/oPcTS7uoWz> [pic.twitter.com/49rWoZePDU](https://pic.twitter.com/49rWoZePDU)

gucci (@gucci) April 29, 2023

Gucci Cosmos tells the story of the maison's 102-year journey through its archives, placing a collection of some of its most enduring pieces on view.

Themed rooms titled "Portals," "Zoetrope," "Eden," "Two," "Archivio," "Cabinet of Wonders" and "Carousel" were brought to life for the exercise. For the exhibition's "Duomo" space, mannequins don Gucci looks from the 1970s through the present day, gliding on a constantly moving catwalk.

City-specific additions enhance the appeal. For the latest tour stop in London, a new "Gucci Ancora" room references the debut collection of creative director Sabato De Sarno. In the city, the team behind Gucci Cosmos also installed a recreation of the entryway at The Savoy, where brand founder Guccio Gucci himself worked as a porter and liftboy in the late 1890s.



*The new room, titled "Gucci Ancora," is inspired by the work of creative director Sabato De Sarno. Image courtesy of Gucci*

"Gucci has always charted its own course, building a legacy that is rooted in heritage and craftsmanship while always present at the intersection of fashion and culture," said Marco Bizzarri, president and CEO of **Gucci**, in a statement.

"Gucci Cosmos is a true celebration of the brand's evolution."

**Luxury Daily predicts** that the addition of regionally exclusive elements will determine which experiential activations rise to the top moving forward, as the volume of offline engagements hitting multiple cities throughout the year heightens, giving consumers plenty more branded events to choose from.

Read more on Gucci Cosmos [here](#).