Gucci sets Hollywood aflame with its "Love Parade"

By Dominique Muret - November 3, 2021

Gucci has set out to conquer Hollywood with an especially memorable runway show. In order to present his Spring/Summer 2022 collection, creative director Alessandro Michele took over Hollywood Boulevard, the iconic, star-paved avenue and symbol of American cinema, where he hosted a gigantic show for an audience of celebrities on Tuesday night.

The runway show was attended by the likes of Diane Keaton, Gwyneth Paltrow, Billie Eilish and Dakota Johnson, not forgetting Salma Hayek, who also happens to be the wife of Francois-Henri Pinault, CEO of Gucci's parent
not forgetting Salma Hayek, who also happens to be the wife of François-Henri Pinault, CEO of Gucci's parent company, Kering. These and other stars took up their positions in director's chairs lined up along the Walk of Fame, which was lit by spotlights and colorful signs.

Backed up by vocals from Björk, the show's 115 models, which included actors Jared Leto and Macaulay Culkin, stepped out of the legendary TCL Chinese Theatre and strode down an illuminated strip of the boulevard to create the magical "Gucci Love Parade," the name chosen for this event, which wore its cinematic influences on its sleeve. Indeed, Michele, whose mother was an assistant for a production company at Rome's Cinecittà, drew on childhood memories and maternal tales of this Italian dream factory in order to design his new men's and womenswear collection.

Feathers, rhinestones, sunglasses, evening gloves, long trains, femme fatale fishnets: the entire mythology of Hollywood's golden age was condensed into this glamourous wardrobe, with silhouettes and details that inevitably reminded one of the great actresses of that time, from Rita Hayworth to Veronica Lake, via Joan Crawford. Perched on open 1940s-style platform shoes and sporting celebrity-worthy sunglasses, the women paraded in satin sheaths, long shimmering lace dresses with frills, or intangible tulle outfits.
Never-ending boas were tossed over shoulders and dangled down to kiss the ground, while the lapels of one chic cardigan were elevated with fur. Models also wore sumptuous three-piece suits in shiny satin and large coats bristling with feathers. Elsewhere, they adopted a sportier, more relaxed register, pairing vinyl bustier bras with leggings or skintight catsuits.

The men donned the same leggings under tuxedo jackets for an ultra-chic effect. Extra-large bowties were de rigueur for the boys, who wore their deliciously 70s-inspired suits with the deep U-shaped waistcoats typically paired with tuxes. Some opted for Wild West stylings, accessorizing with wide-brimmed Stetsons and cowboy boots, while zipped workwear-like jumpsuits, including one version in pink satin, rounded out the menswear offering. Naturally, many of the pieces on show could be worn by either men or women.

All in all, the show was a formidable feat for Gucci, which is hoping to return to stronger growth. It was also a great seduction effort targeting the American market, ahead of the rapidly approaching release date of Ridley Scott's long-awaited House of Gucci, which notably stars Lady Gaga, Adam Driver, Al Pacino, and none other than Jared Leto.

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