

# GUCCI

Group Influencer Project

Revival Strategy

Delainey Cockrell and Marta Walls and Nikki Lama





# Table of Contents


Brand Overview

Creative Directors

Most Impactful Gucci Era

Social Media Research

Influencer Campaign Objectives

Strategy Objectives/Challenges

Demna S/S 2026 Collection

Consumer Profile

Influencers

Product Selection

Posting Calendar

Influencer Instructions

Campaign Visuals

Conclusion




# Brand Overview

Guccio Gucci established the brand as a leather goods company in Florence, in **1921**

Leading luxury fashion house and top revenue brand of larger conglomerate, Kering

Brand identity is created around eclectic creativity, glamour, Italian craftsmanship, and innovation



Matelasse Shoulder Bag



Bamboo **1947**




GUCCI Flora



Horsebit loafers

# Brand Overview | Key Information

Gucci owns **529** directly operating stores globally.

Employs **+ 20,000** people.

Revenue at **€ 7.7** Billion EUR in **2024**.

The Creative Director: Demna Gvasalia.

The New Collection: release February **2026**, theme: "La Famiglia"

**95%** of Gucci's suppliers are from Italy.





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# Creative Directors

## Tom Ford



Sexy Elegance

1994-2004

## Frida Giannini



Retro Glamour

2006-2015

## Alessandro Michele



Peak Cultural Relevance

2015-2022

## Sabato De Sarno



The Decline

2023-2024

## Demna



Strategic Recalibration

2025-Present

Starting in the 1990s Designers brought their unique perspective to the brand

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# Most Impactful Gucci Era | Alessandro Michele



2015-2022

## What Worked During this Era

Diverse casting and representation

Integration of art history, literature, and vintage references

Romantic maximalism that rejected trend-driven minimalism

A strong emphasis on photography and narrative imagery as brand language

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# Best of Alessandro Michele at Gucci

















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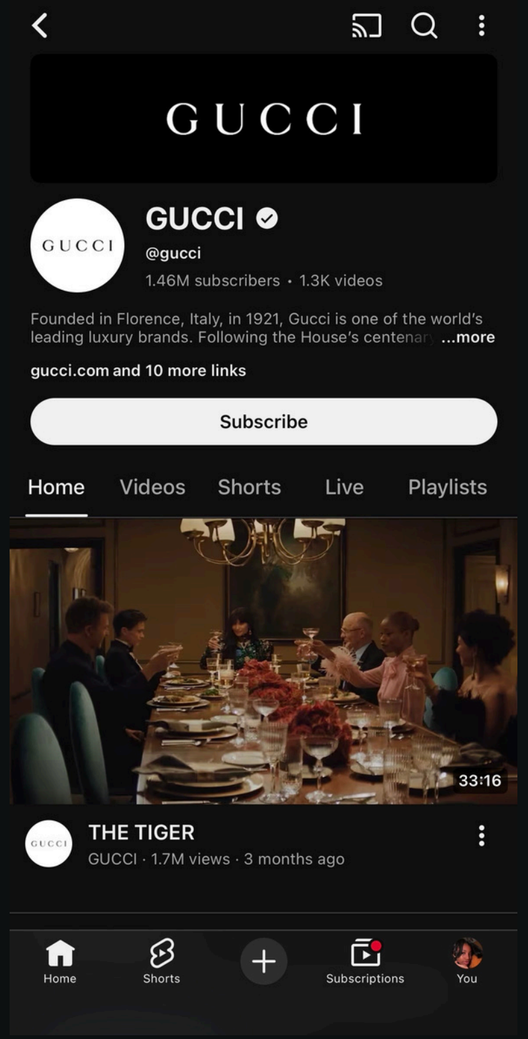
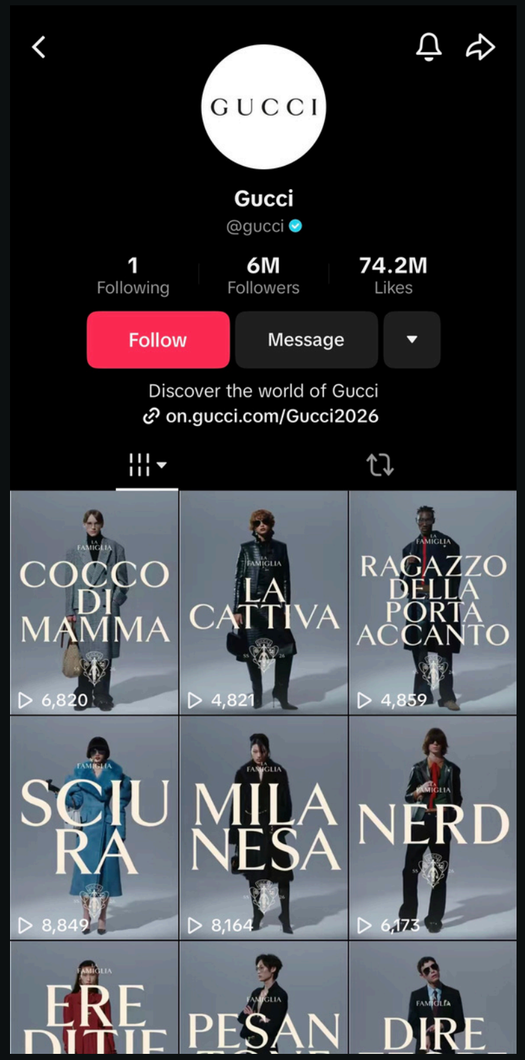
# Social Media Research

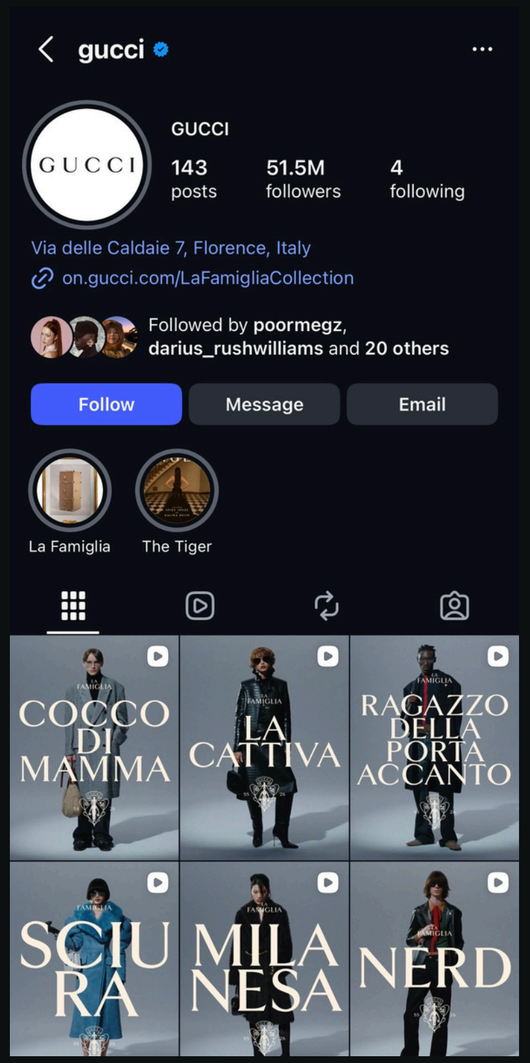
# Gucci Social Media Research




YouTube




TikTok




Instagram

Posting Models vs Influencers

Same content on Instagram and Tiktok

Recent release of short film - The Tiger- promotes their newest collection featuring model/influencer Alex Consani and Kendall Jenner

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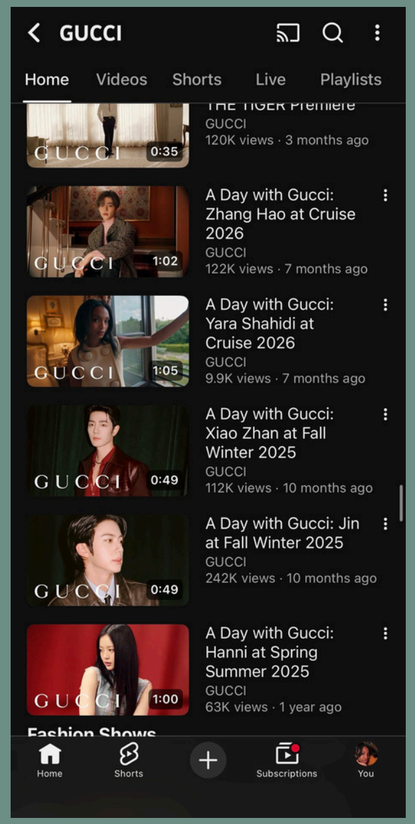
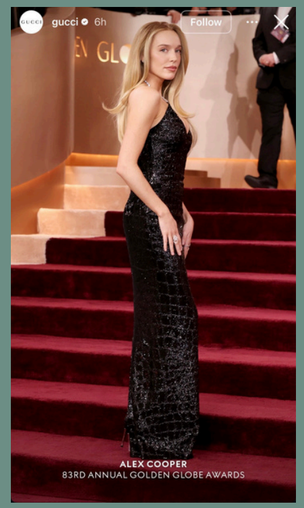
# Gucci Social Media Research Cont




Gucci isn't utilizing cultural relevance to their advantage

They didn't attend the Met Gala 2025










On Guccis youtube their most recent "A day with Gucci" videos feature East Asian Influencers

Gucci only dressed three celebrities for the 2026 Golden Globes

# INFLUENCER CAMPAIGN OBJECTIVES



"LaFamiglia" Gucci Campaign

Increase brand awareness by promoting "The Revival Strategy"

Grow Gucci.s followers on Instagram by **+450,000 (0.9%)**

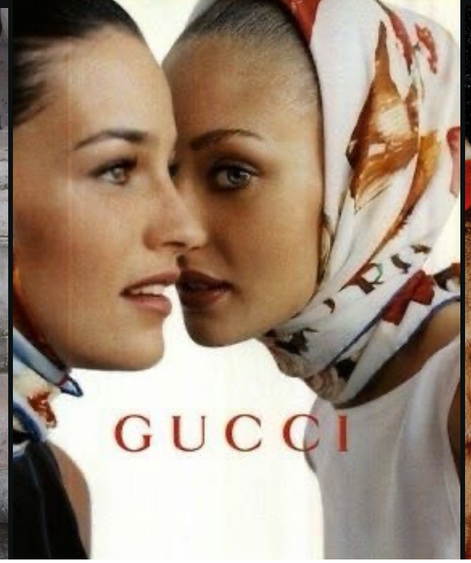
Increase engagement amongst Gen Z and Millennials via Tiktok and Instagram

Increase Gucci.s followers on TikTok by **365,000 (8.1%)**

Estimated Sales from Campaign : **+16%** Monthly











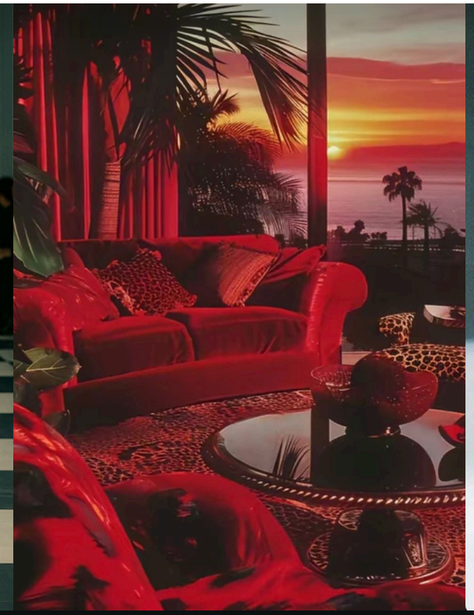



# The Demna Era

## The Revival Strategy











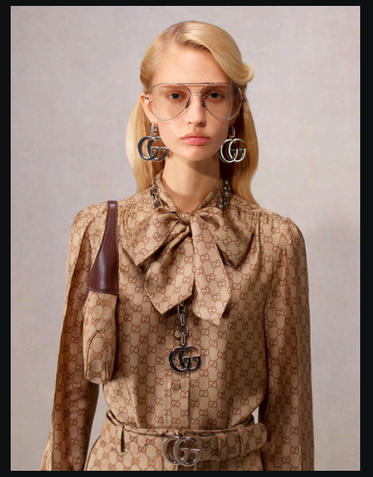








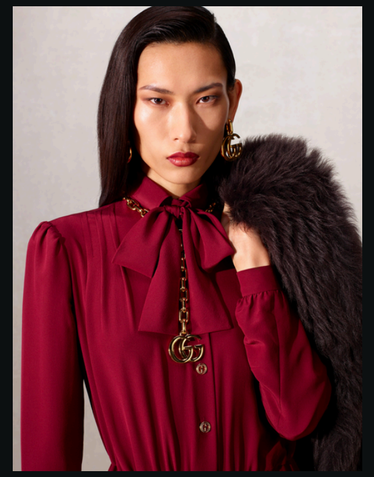
















# Current Demna Era

GUCCI: LA FAMIGLIA

Spring/Summer

Ready- to-Wear **2026**

Bring back the "Gucciness of Gucci"

It reinterprets the House's identity through portraits of personalities with distinct aesthetic attitudes

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## Objective

Revitalize current pop culture - mixing heritage with a modern approach

Target a younger demographic (Gen Z and Millennials.)

Bring culture and diversity to the brand

## Challenges

Picking an influencer with a good reputation to help guard the brand identity

Find someone who is culturally relevant and relatable to Gen Z

Mismatched Aesthetic or Values







# Consumer Profile

# Consumer Profile



## Seo-ah

Occupation: Brand Strategy and PR

Location: Los Angeles, CA

Age: 27

Income: 75,000

# Biography

Seo-ah works downtown LA in the fashion district she loves luxury experiences, fancy dinners, and traveling. She posts a lot on Instagram about her lifestyle.  She loves to work out and shop at Erewhon. She values being  trend forward and celebrity culture.

## Brands

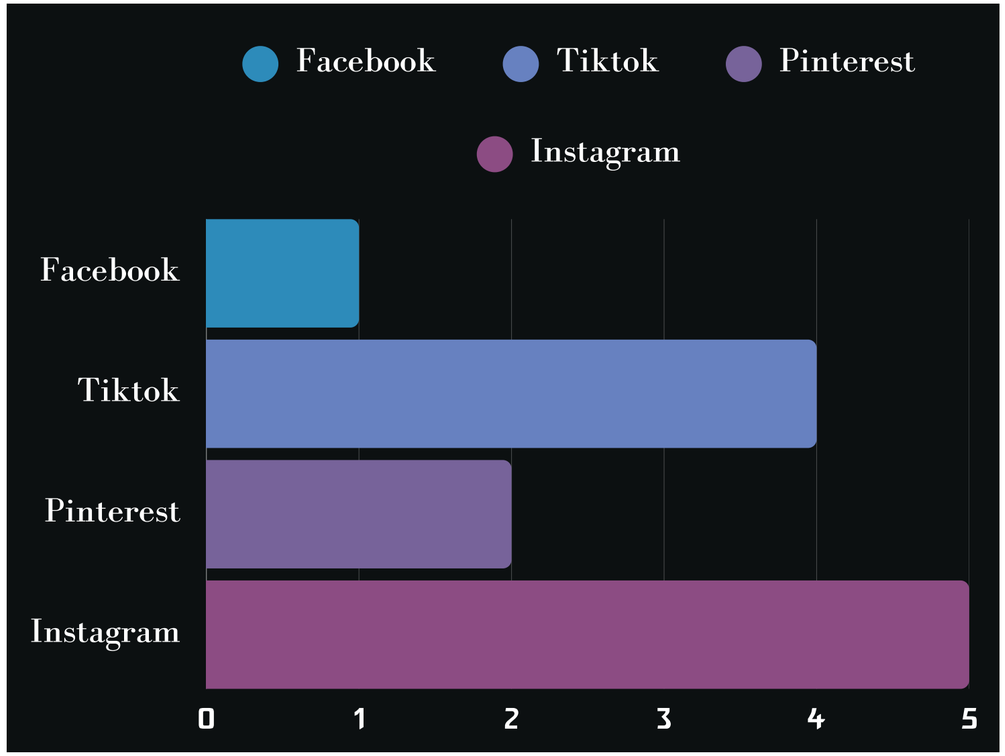
MIU MIU

YVES SAINT LAURENT

ZARA

BALENCIAGA

## Social Media Habits

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# Consumer Profile



## Mercedes

Occupation: Real Estate Agent

Location: New York

Age: **33**

Income: **150,000**

# Biography

Mercedes is a **33**-year-old middle eastern girl boss, she works at a real estate brokerage and she enjoys showing off her extravagant lifestyle on social media, and vacations in Italy every summer. She values exclusivity and labels when shopping luxury.

## Brands

Dior

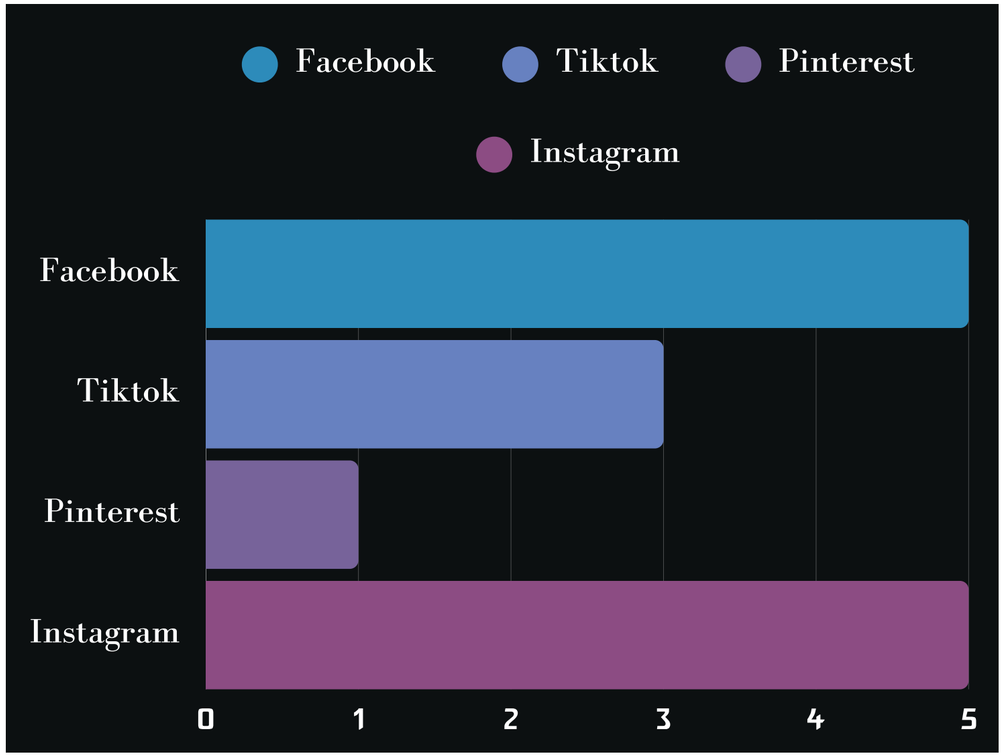
Est. 1946

YVES SAINT LAURENT

VERSACE

GUCCI

## Social Media Habits



# Consumer Profile



## Lukas

Occupation: Creative Director

Location: New York

Age: **38**

Income: **400,000**

# Biography

Lukas is the creative director for a small New York fashion house, he values working out, creativity and spending time with his boyfriend, he shops luxury because he values sustainability and quality over quantity.

## Brands

TOM FORD

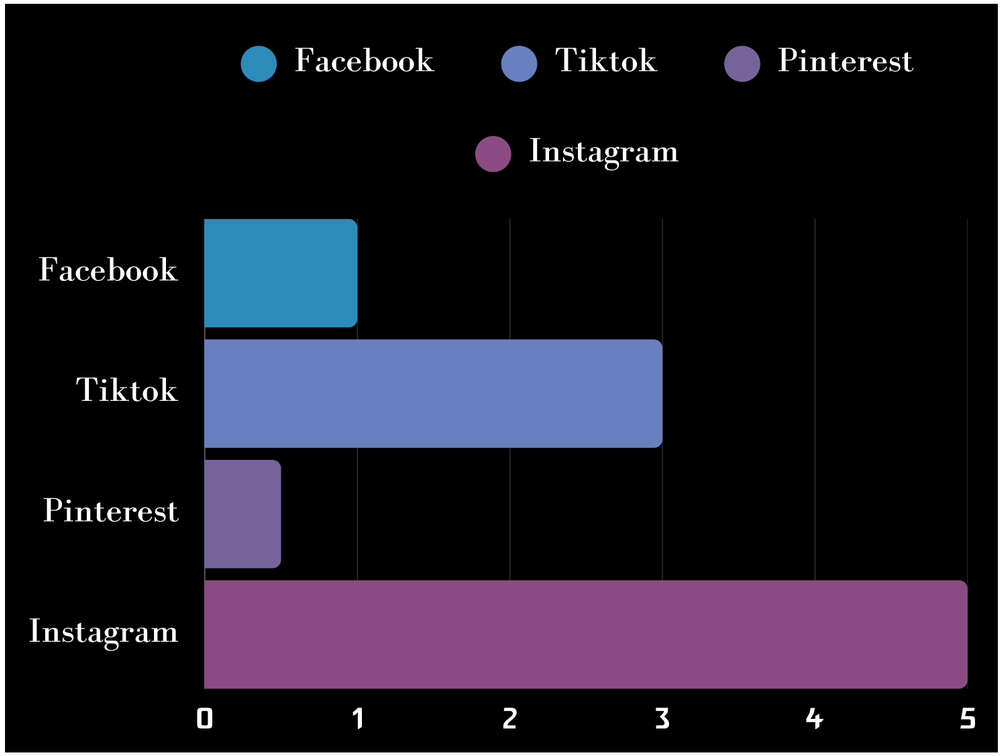
Dior
Est. 1946

BOTTEGA VENETA

SOLOMEI
AD MCCCXCI

BRUNELLO CUCINELLI

## Social Media Habits

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5 Influencers

# Top Five

## Wisdom Kaye



8 million followers

14 million followers

Instagram Engagement: **4.78%**

## Karen Wazen



8 million followers

5.2 million followers

Instagram Engagement: **0.83% - 1.54%**

## Rihanna

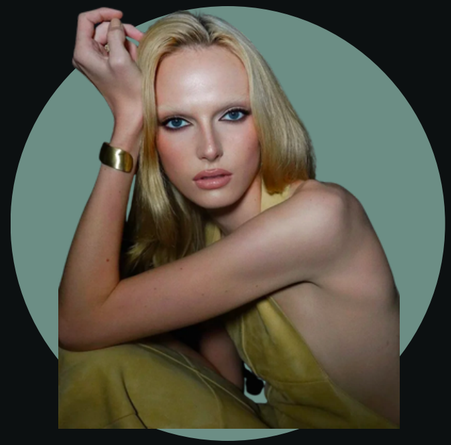


149 million followers

16.2 million followers

Instagram Engagement: **0.73%**

## Alex Consani

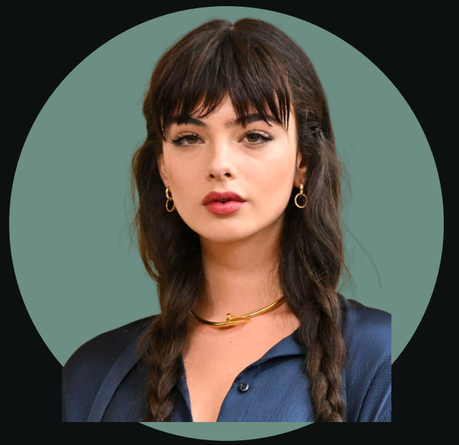


4.2 million followers

6.4 million followers

Instagram Engagement: **21.5%**

## Deva Cassel



1.8 million followers

163.3k followers

Instagram Engagement: **3.56%**

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# Wisdom Kaye

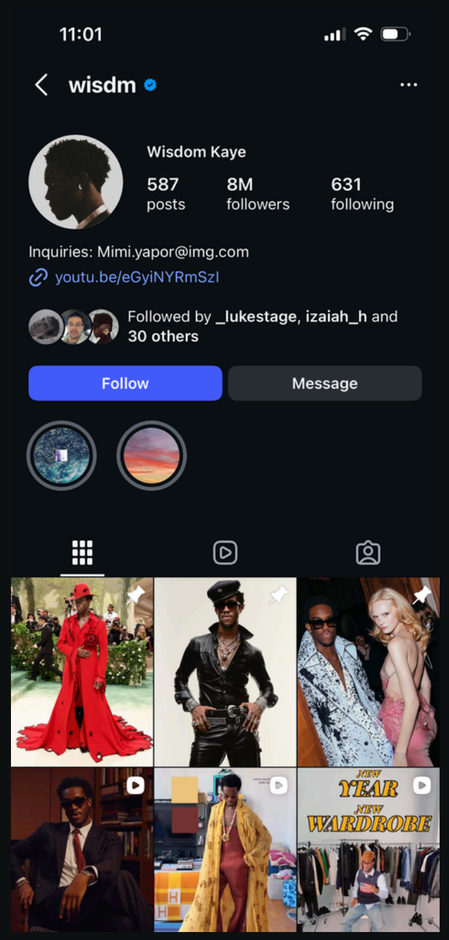
Wisdom Kaye  is a style innovator and Gen Z icon. He doesn't follow trends, he makes them. He's one of the top influencers in the United States and has walked various red carpets.



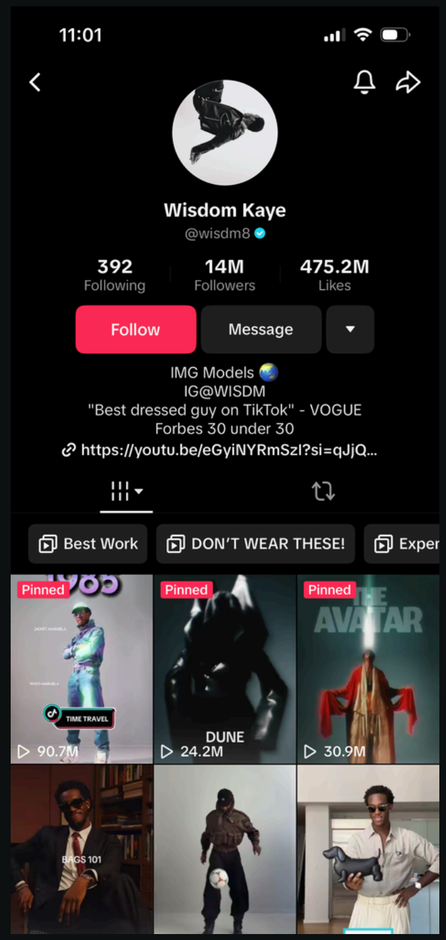
Instagram Followers: **8** million

Tiktok Followers: **14** Million

Instagram Engagement: **7.56%**




Instagram




TikTok

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# Karen Wazen

The global influence architect, Karen Wazen, is a founder of one of the largest Arab eyewear brands - Kareen Wazen Eyewear. With her internal industry power and large following on Instagram, she is a major player in beauty and fashion.

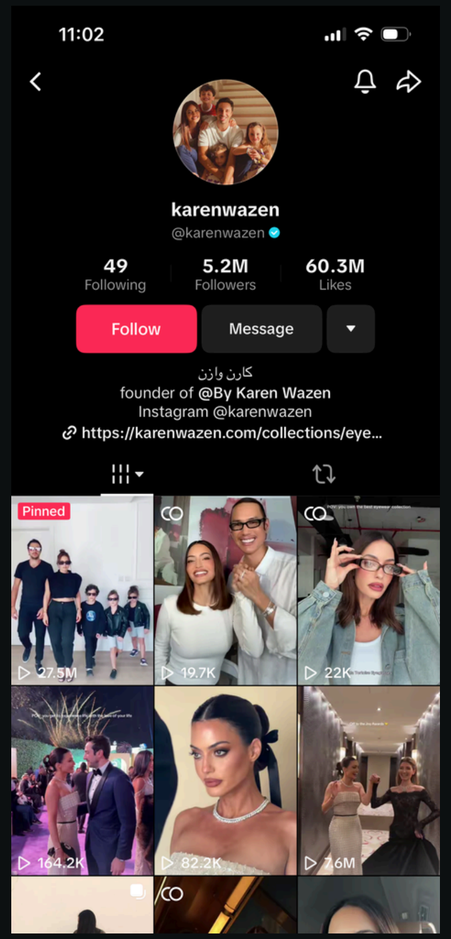


Instagram Followers: **8** million

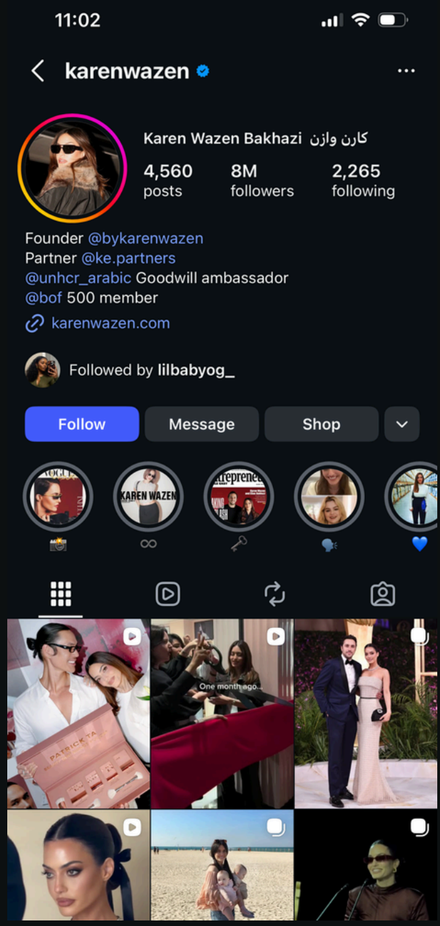
Tiktok Followers: **5.2** Million

Instagram Engagement: **0.83% - 1.54%**

Founder of Karen Wazen Eyewear




TikTok




Instagram

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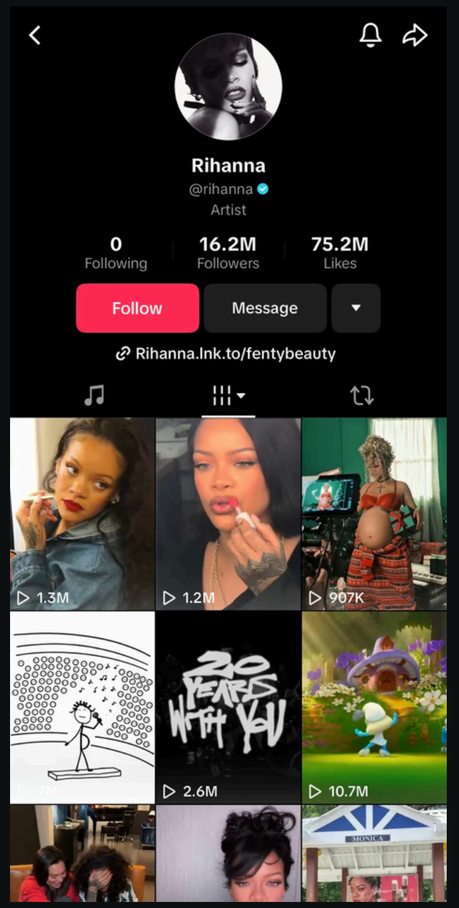
# Rihanna

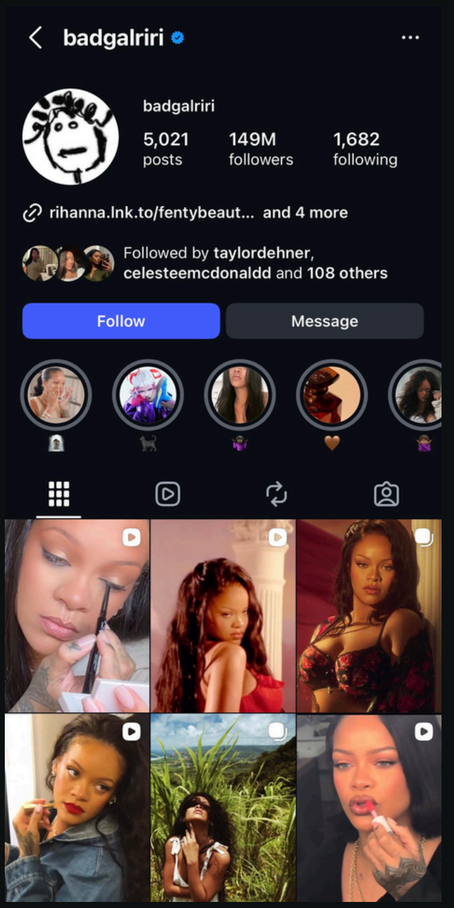
Rihanna is known for her cultural, fashion impact. What Rihanna says is in-style becomes in-style. She is an innovator, she posts fan based/ product promotion based content



Instagram Followers: 149 million
Tiktok Followers: 16.2 Million
Engagement Rate: 0.73%
Fenty Beauty




TikTok




Instagram

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# Alex Consani

When Alex Consani is featured on Gucci's website their views and engagement improve significantly. She posts fan based and aspirational lifestyle content.

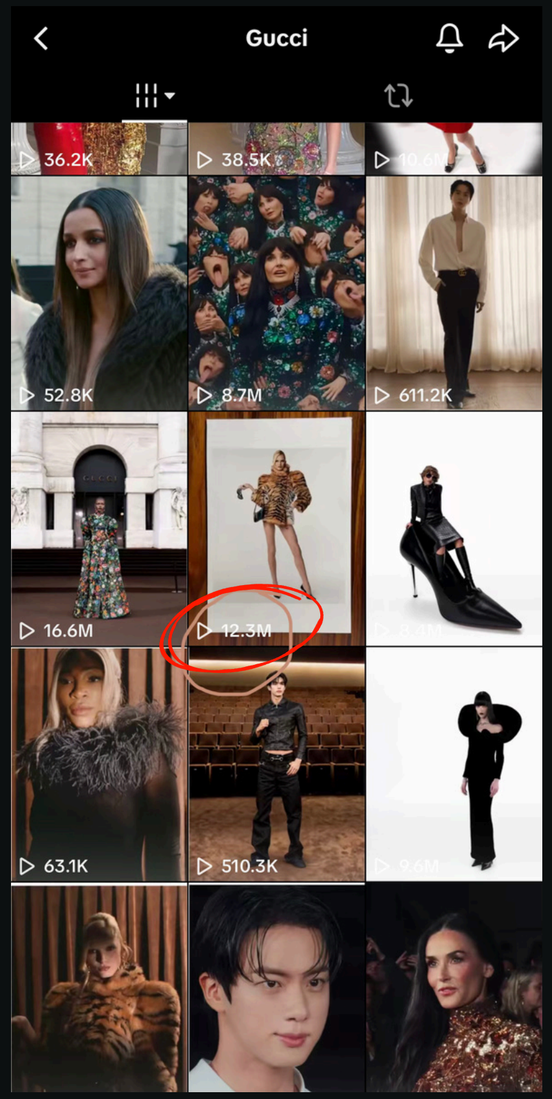


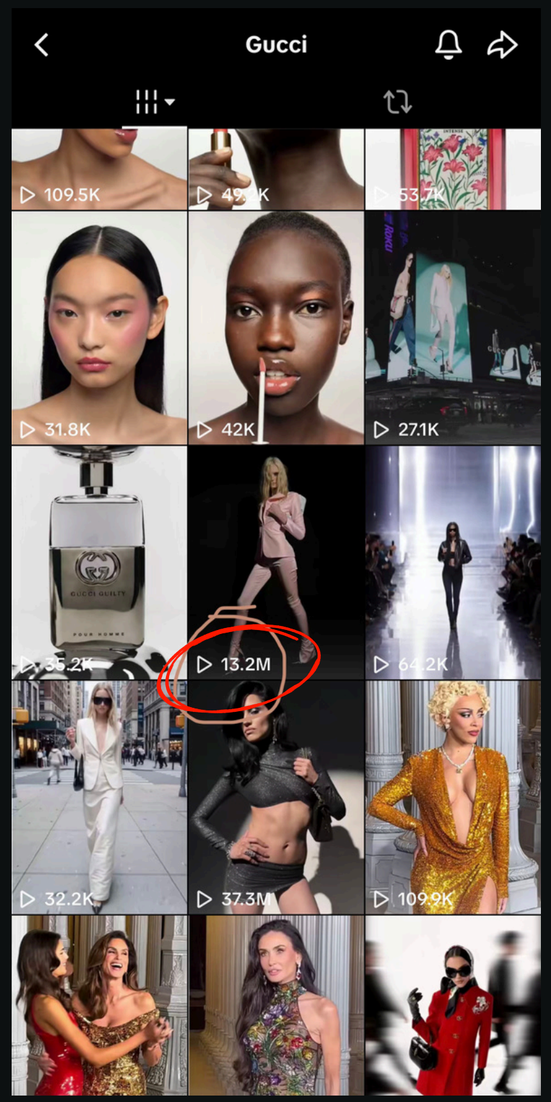
Instagram Followers: **4.2** million

Tiktok Followers: **6.4** Million

Engagement Rate: **21.5%**

Known brand partnerships: Converse, YSL Beauty

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# Deva Cassel

Fashion model and influencer she is **21** years old, from Italy. She posts content related to fashion and her lifestyle. Starred in major fashion campaigns (Dior, Dolce ₪ Gabbana) and multiple Vogue covers. She can be described as confident ₪ authenthic.

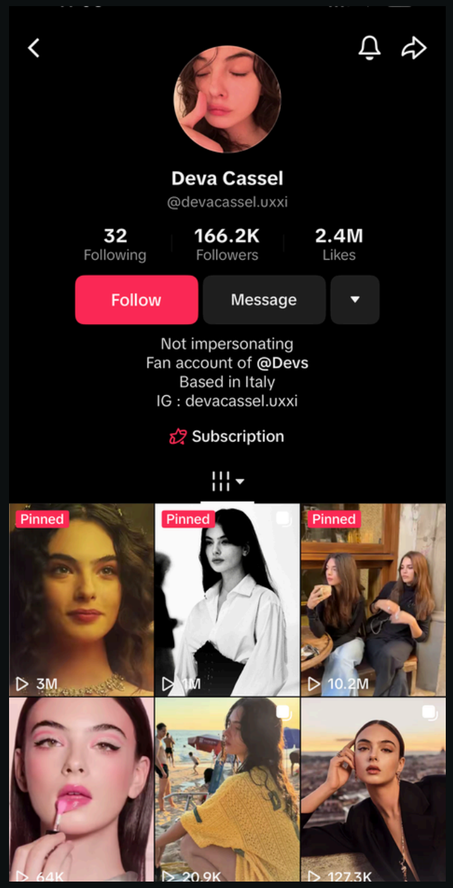


Instagram Followers: **1.8** million

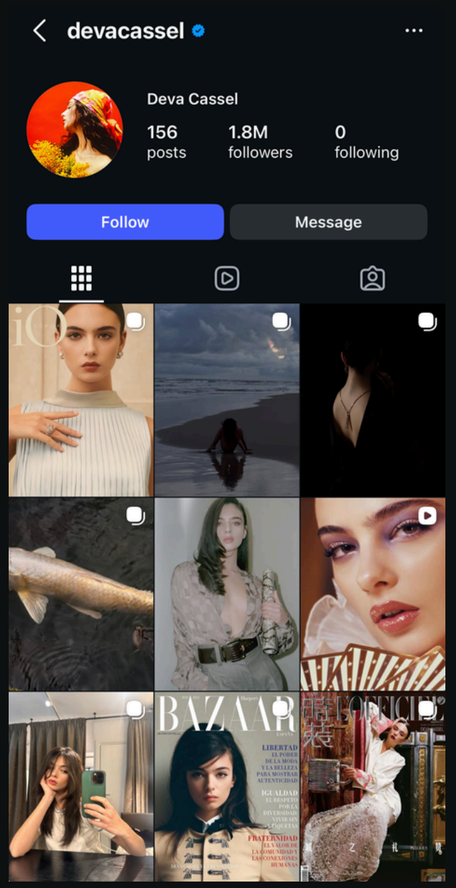
Tiktok Followers: **166.2K**

Engagement Rate: **3.56%** (Cit.Hypeauditor)

Known brand partnerships: Dior Beauty, Cartier




TikTok




Instagram

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3 Influencers

# Top Three



Stylist and Influencer
Generation Z
Boost Sales/Engagement

8 million followers
14 million followers
Instagram Engagement: 4.78%



Model
Generation Z
Heritage/Distinctiveness

1.8 million followers
163.3k followers
Instagram Engagement: 3.56%



Model
Generation Z
Awareness/ Cultural Relevance

4.2 million followers
6.4 million followers
Instagram Engagement: 21.5%

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# NERD





Knit cashmere sweater with ribbon

**$1,850**



Soft nappa leather jacket

**$6,600**



Cotton denim pants with Horsebit detail (White)

**$1,400**

Wisdom Kaye

The menswear, NERD, look brings a retro edge to the timeless pant and leather jacket. White Cotton denim pants with a Horsebit Details brings contrast and visual fun. The knit cashmere, sweater, leather jacket bring a mixed medium flair.

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# LA RAGAZZA







Knit wool turtleneck with embroidery

$1,400



Crocodile leather skirt
with Gucci crest
Price upon request



Gucci Jackie 1961 crocodile
medium shoulder bag
Price upon request

Deva Cassel

" La Ragazza" ( Eng. "The Girl"), classic vintage Gucci look with a modern twist: wearing leather mini skirt, knit turtleneck, and the legendary Jackie bag 1961.

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# MISS APERITIVO







Embroidered sequin elastic fabric dress

$3,600



GG nylon tights

$300



Crystal fringe medium evening top handle bag

$20,000

Alex Consani

Aperitivo is an Italian pre-dinner ritual, that happens between 7 p.m. and 9 p.m. Typically drinking an Aperol Spritz and sharing a light bite.
This dress is perfect for a younger Demographic. It's perfect for Alex because the silhouette reads gender fluid. (WGSN) Key Trends S/S 26: '80s revisited

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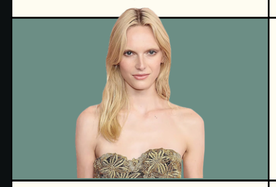
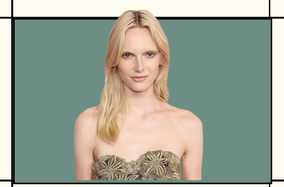
# Posting Schedule: Feb, 2026

Pulsing Schedule: the pulsing schedule will be favorable in gaining maximum engagement

Seasonal Marketing: February is fashion month

Financially, a pulsing schedule maximizes value per influencer

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|---|---|---|---|---|---|
| | | | I/2 | 2/2 | 3/2 | 4/2 |
| | | | |  | | |
| 5/2 | 6/2 | 7/2 | 8/2 | 9/2 | I0/2 | II/2 |
|  | | | |  | |  |
| I2/2 | I3/2 | I4/2 | I5/2 | I6/2 | I7/2 | I8/2 |
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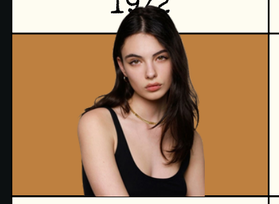
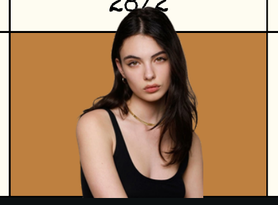
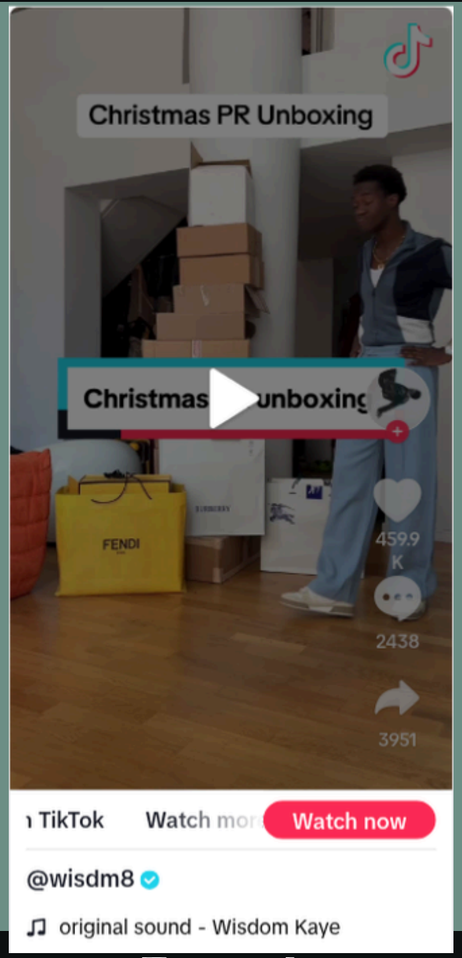
| I9/2 | 20/2 | 2I/2 | 22/2 | 23/2 | 24/2 | 25/2 |
|  | | |  | | |  |
| 26/2 | 27/2 | 28/2 | | | | |
|  | |  | | | | GUCCI |

# Influencer Instructions | Wisdom Kaye



Wisdom Kaye
NERD




Example







Objective: Increase brand awareness by promoting "The Revival Strategy" through "La Famiglia."increase Gucci's followers on Instagram and Tiktok

Post **1-4**: Widsm is expected to take separate shots of the same outfit, the Nerd look, which is classic #LaFamiglia showcasing the knit cashmere sweater, leather jacket and denim pants. The recommended shots include **1)** introduction **(**to the outfit**)** **2)** an editorial Shot **3)** An "on-the-go" shot and **4)** a lifestyle shot. His post should include a partnership label with @Gucci and hashtags, #Gucci #LaFamiglia #GucciFW**26**.

Tiktok: In Wism's tiktok, he's to unbox the various parts of the Nerd Look and style it in his own unique way. He should stick to Gucci for the rest of his styling and if deviates, no mention of other brands should occur.

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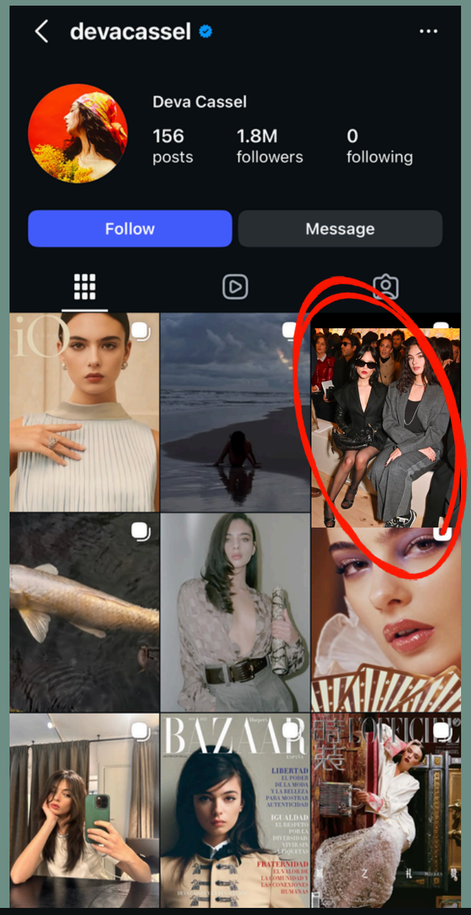
# Influencer Instructions | Deva Cassel



Deva Cassel

LA RAGAZZA




Example







Objectives: Deva will help Gucci introduce the La Familigia campaign by boosting awareness of the products, boost sales in European markets, and reaching Gez Z consumers.

Post 1: A video ad on Tik Tok
Deva will style the look " La Ragazza" , classic vintage Gucci look with a modern twist: wearing leather mini skirt, knit turtleneck, and the legendary Jackie bag 1961.
Hero moment: The focus of the video pointed on the Jackie bag.
The video length =9 seconds.

Post 2: photo on Instagram
Deva will add an Instagram post depicting full look of the "La Ragazza" outfit attending the Fall-Winter 2026 Gucci Fashion show.

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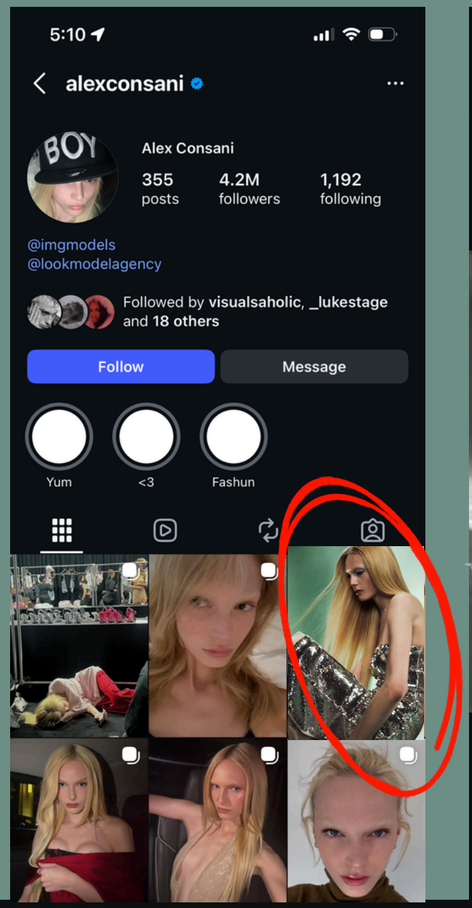
# Influencer Instructions | Alex Consani



Alex Consani

MISS APERITIVO







Example







Objective: Alex will help Gucci introduce the La Familigia campaign by boosting awareness of the products, increasing social media post engagement, and reaching Gez Z consumers.

Post 1: Alex will post a picture in a Gucci editorial photoshoot wearing Embroidered sequin elastic fabric dress with GG nylon tights on Instagram and tag Gucci.

Post 2: Photo-dump featuring the Crystal Fringe Evening Bag.

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## Conclusion

- Gucci main goals are created around preserving craftsmanship, sustainable luxury, distinctiveness and innovation.

- "La Famiglia" is a collection celebrating togetherness, authenticity, and a new Era for Gucci.

- With the targeted influencer marketing strategy, Gucci will have an opportunity to strengthen its position in the market, set a new trend of a comeback of "Gucciness of Gucci". This campaign will also provide an opportunity to build long term relationship with new and existing audience by promoting authenticity.

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