

SUPER MODEL SIGNED FOR FIAT 500 CAMPAIGN



The advertisement campaign for Fiat 500 By Gucci featuring Natasha Poly

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Super model Natasha Poly has been signed as the star support for the European launch of the latest version of Fiat's bambino, the Fiat 500 Gucci, which will break across European media this month (May 2011)

The launch follows the recent unveiling of the special edition of the iconic Fiat 500 customised by Gucci Creative Director Frida Giannini in partnership with Fiat's Centro Stile.

Shot by Mert Alas and Marcus Piggott in Rome, the campaign, conceived by Giannini, features model Natasha Poly sporting a Gucci one-of-a-kind tight black leather ensemble, who embodies the essence of travelling in style and living life at full speed.

The single and double-page spreads will appear in publications throughout the year that sees the celebration of both the 150th anniversary of the unification of Italy and Gucci's 90th anniversary.

The 500 by Gucci is initially available from 01 April to 30 June exclusively by pre-order in Europe online at www.500bygucci.com. A series of exclusive locations in metropolitan cities such as Paris, London, and Tokyo are presenting a preview of the car before the European commercial launch in June.

The communications activity behind the worldwide launch of the 500 by Gucci is being developed with the support of Lapo Elkann and his agency, Independent Ideas, including the fully integrated above and below-the-line campaign. Riccardo Ruini is responsible for the art direction for the campaign.



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