Hanna Zarzycka, "Entry on: Gucci Stories: The Myth of Orpheus and Eurydice (1. The Wedding, 2. The Bliss, 3. The Descent, 4. The Petition of Hades) by Gian-Carla Coppola", peer-reviewed by Elżbieta Olechowska and Lisa Maurice. Our Mythical Childhood Survey (Warsaw: University of Warsaw, 2018). Link: http://omc.obta.al.uw.edu.pl/myth-survey/item/472. Entry version as of November 14, 2026.

Gian-Carla Coppola

Gucci Stories: The Myth of Orpheus and Eurydice (1. The Wedding, 2. The Bliss, 3. The Descent, 4. The Petition of Hades)

United States (2016)

TAGS: Eurydice Hades Orpheus Underworld





We are still trying to obtain permission for posting the original cover.

General information	
Title of the work	Gucci Stories: The Myth of Orpheus and Eurydice (1. The Wedding, 2. The Bliss, 3. The Descent, 4. The Petition of Hades)
Country of the First Edition	United States of America
Country/countries of popularity	Worldwide
Original Language	Italian / English
First Edition Date	2016
First Edition Details	Coppola Gian-Carla, *Gucci Stories: The Myth of Orpheus and Eurydice. 1. The Wedding 2. The Bliss 3. The Descent 4. The Petition of Hades*. June 7, 2016, 1:02 min.
Running time	10:02 min
Available Onllne	youtube.com (accessed: August 20, 2018)
Genre	Internet videos, Mythological fiction, Promos (Commercials)*, Short films
Target Audience	Crossover (Young adults and adults)
Author of the Entry	Hanna Zarzycka, University of Warsaw, hanna.zarzycka@student.uw.edu.pl

This Project has received funding from the European Research Council (ERC) under the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 681202, *Our Mythical Childhood… The Reception of Classical Antiquity in Children's and Young Adults' Culture in Response to Regional and Global Challenges*, ERC Consolidator Grant (2016–2021), led by Prof. Katarzyna Marciniak, Faculty of "Artes Liberales" of the University of Warsaw.

Peer-reviewer of the Entry	Elżbieta Olechowska, University of Warsaw, elzbieta.olechowska@gmail.com Lisa Maurice, Bar-Ilan University, lisa.maurice@biu.ac.il

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Creators



Gian-Carla Coppola , b. 1987
(Director)

Gian-Carla Coppola, was born in Los Angeles, California, on January 1, 1987 in a family well known in the show business (her grandfather is Francis Ford Coppola who among many others directed the three *God Father* movies). She dropped out of high school but then completed it and studied photography in New York at Bard College. She is now a movie director, screenwriter, and actress, known for *Palo Alto* (2013), B*lood Orange: You're Not Good Enough* (2014) and *Casino Moon* (2012) (see here, accessed: July 4, 2018).

Bio prepared by Hanna Zarzycka, University of Warsaw, hanna.zarzycka@student.uw.edu.pl

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Additional information

Casting

Production: Benjamin Gilovitz, Sasha Smyslova, Heather Semler;

Production Design: Natalie Ziering;

Story: Dirk Standen, Hamish Anderson;

Cinematography: Jason McCormick

Original Music: Devonté Hynes;

Editor: Jamie Foord;

Creative Director: Jack Becht.

Summary

The myth of Orpheus and Eurydice in its recreated, contemporary form, shows the Gucci's 2016 pre-fall collection by the Creative Director Alessandro Michele. Retelling of the Greek myth gives a new perspective to the story which is much more understandable for young viewers. This time the story takes place in New York City where late-night dive bars and the lawns of Central Park stand in for the temples of Ancient Greece. The video consists of four sequences (*The Wedding*, *The Bliss*, *The Descent*, and *Petition of Hades*) accompanied by music. The only words spoken in the movie are in Italian, as Hades tells Orpheus when he petitions him on a guitar for the return to life of Eurydice: "Take her. But do not turn back to look at her because you'll lose her forever." The video shows a staggering number of designs created for the 2015 pre-fall collection modelled by the main characters and their many companions. The series plot although in a modern New York setting presents the traditional myth of Orpheus and Eurydice and their tragic love story in parallel to the Gucci way of looking for fashion inspirations in the past.

Analysis

Coppola's visuals represent an original, new form of reception of mythology for young adults and adults. The beauty of the fashion designs increases in combination with the beauty of the actors and models. The moods fluctuate changing from joy to despair, to joy and

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back to despair; they are taken straight from the tragic Greek myth about a great love that ends in a tragic death which is then conquered by the sublime art of Orpheus' music but suffers a second reversal when the musician's human weakness interferes with Hades' demand and he cannot stop himself from looking back at Eurydice -banishing his dearest love to the Underworld for ever.

Produced in the style of a ballet fairy story, the video plays a double purpose of advertising Gucci's fashion and of attracting young audiences to its excellence through building its own myth connected to the same universal values as the original story. It makes perfect marketing sense to prepare in advance a young clientele that will grow up in admiration and hopefully in means to be able to afford Gucci's designs in the future.

Classical, Mythological, Traditional Motifs, Characters, and Concepts	Eurydice Hades Orpheus Underworld
Other Motifs, Figures, and Concepts Relevant for Children and Youth Culture	Character traits Heroism Humanity Love Sacrifice

Further Reading

GUCCI Presents: The Myth of Orpheus and Eurydice starring Jane Birkin's daughter, thelovemagazine.co.uk, 2016 (accessed: August 20, 2018).

Manning, Emily, *Gia Coppola and Dev Hynes Reunite for a Very GUCCI Fairytale*, i-d.vice.com, June 6, 2016 (accessed: August 20, 2018).

Studeman, Kristin Tice, *Gia Coppola's New Film Takes Downtown Cool to Mythic Levels*, wmagazine.com, June 6, 2016 (accessed: August 20, 2018).

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