

GUCCI

JENNIFER LOPEZ SPORTS GUCCI AVIATOR SUNGLASSES IN NEW MUSIC VIDEO “I’M INTO YOU”

May 6, 2011 – Gucci is pleased to announce that Jennifer Lopez has chosen the House’s iconic aviator sunglasses for her latest music video “I’m Into You.” Recently released, the second single from her seventh studio album, *Love?*, features Lil Wayne and co-writing by Taio Cruz.

The video for the island-flavored, mid-tempo love song was directed by Melina, against the stunning backdrop of the Chichen Itza Mayan ruins and the beautiful beaches of Tulum. Juxtaposing natural locations and history with spectacular bursts of unexpected color to create true art, the video is a series of vignettes that celebrates old and new, ancient and modern, vintage and couture.

In one scene Jennifer is shown relaxing on the gorgeous Tulum beach in a white bikini, her eyes being shielded from the hot Mexican sun in a pair of unmistakably glamorous lilac-colored metal aviator Gucci sunglasses. The iconic Gucci GG 2909/S double-bridge aviator features an Eighties retro sensibility with its slender elongated lens shape and metal Gucci script logo on the lower left portion of the lens. The style, produced under license by Safilo Group, debuted on the runway with Creative Director Frida Giannini’s Spring Summer collection.

"LOVE?" is available everywhere May 3rd (Island Def Jam) and features Jennifer's most personal music to date. "LOVE?" combines R&B, pop and hip-hop for a mixture of club-ready singles and mid-tempo songs. The album’s lead single, “On The Floor,” hit #1 on iTunes in 17 countries and currently has over 90 million views on YouTube.

The Gucci women’s eyewear collection expresses a feminine sophistication that combines the House’s signature details with original shapes. The frames reflect a luxurious style with fine materials and expert craftsmanship in an unconventional, contemporary collection that is perfectly in keeping with Gucci’s heritage.