

Visual Analysis Essay

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Guilty of Looking

Chris Evans has to be one of the most attractive movie stars in Hollywood today. You may remember him from such films as “Not Another Teen Movie” (2001), “Fantastic Four” (2005), “Sunshine” (2007), “The Nanny Diaries” (2007), “Scott Pilgrim vs. the World” (2010), and most recently “Captain America” (2011). He will soon be seen in “The Avengers” this coming summer. And you better watch out, because he has no qualms with taking off his shirt for any films. He proved his readiness to take it all off in his recent add campaign for Gucci Guilty Intense fragrance for men and women. How could I not pause and drink in those dreamy eyes and bulging arm muscles while leafing through my Cosmopolitan magazine.

Chris Evans is seen with his arm cradling the beautiful Evan Rachel Woods, both sets of stunning green eyes looking directly at the viewer. Evans’ eyes are intense, his posture protective around the glowing Woods, while she caresses his face softly with one hand. They are both

topless, though obscured by each other so as not to be explicit. The similarities of their sun-kissed skin cause them to blend into one another, so you cannot tell where one ends and the other begins. Though their coloring and lighting is similar, in comparison she looks soft and luxurious while he looks rugged and manly with stubble on his face, hair on his arm, and a tattoo on his bicep. They take up the whole page, demanding your focus.

There is balance to the page with the use of the two fragrance bottles, one styled in gold on the bottom right hand corner of the page, the other, black on the bottom left. Both bottles have the recognizable double “G” symbol of Gucci on them. The textual emphasis includes the ad slogan “Gucci Guilty Intense” in bolded white at the bottom of the page between the two fragrances. The phrase “The new fragrance for him and her” is just below the large slogan, but the bottles and text are overshadowed by the intensity and position of both Evans and Woods.

The House of Gucci, or just Gucci for short, is an Italian fashion and leather goods label that was founded by Guccio Gucci in Florence in 1921. It is a family founded company with a focus on hand made products of high quality for the classy and sophisticated. And though they normally target the higher class, with this new add they are opting to target a newer audience; the younger and ever elusive social-networking consumer. These ads have been listed in various magazines including Cosmopolitan, Vogue, etc. These magazines currently focus on topics such as; sex, relationships, beauty, fashion and health. These ads have also been seen on Facebook and YouTube with racy commercials included. This is strategic because this is where the youth are going to be. So the main reason they signed on Chris Evans and Evan Rachel Wood was to attract the younger male and female consumers to a product that is waning in appeal.

The image presented tells it all. It is in the eyes of Chris and Evan Rachel that draw you to the left. They are also towards the top of the page, giving you the sense that they are above you, watching you worship their liaison. Evan Rachel's lips are touched with red, hinting at the sexual desire that is the blatant, unrepentant focus of their postures. The implicit message here is that if you wear this perfume/cologne you could either be Chris/Evan Rachel or you could be with them. You almost care less about what they are selling because you will buy anything when it makes you look or feel like that.