Gap launches spring campaign with Dapper Dan

By Jennifer Braun - 11 March 2022

American retailer Gap has introduced a new spring campaign that aims to celebrate a cast of unique individuals that champion Individuality and the freedom to be yourself.

The campaign is headlined by Dapper Dan and features supermodel, Shalom Harlow; non-binary trans-visibility artist, Kai-Isaiah Jamal; and creator, humanitarian, and model, Indira Scott, to name but a few.

Throughout the campaign, Gap’s cast showcase their individual style in versatile classics, like khaki shorts, tapered and wide leg khakis, 90s loose-fit denim and khakis, styled with varsity sweaters, vintage soft hoodies, oversized parkas, poplin shirts and classic pocket tees with pops of bold, optimistic color grounded in neutrals.

“As a brand rooted in modern American optimism, we celebrate what it means to be your true self today,” said
Mary Alderete, global head of Gap marketing.

“This campaign is an honest reflection of individuals shaping culture by embracing their own paths—not what has been historically or traditionally defined for them, but what they define to be true for themselves. The campaign creative captures these creators pioneering a more inclusive, accepting world and putting their own distinctive stamp on American style.”

As part of Gap's Spring 2022 campaign, the retailer teamed up with Dapper Dan to create a limited-edition version of the Gap hoodie that dropped on Thursday. The Harlem-based designer created a limited edition 'Dap' Gap-exclusive hoodie, available in a bright pink hue.

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