

# sunstyler



☆ EDITION 1 ☆

THE POWER OF  
GUCCI

TOP SELLING  
STYLES

*who is*  
**FRIDA**  
**GIANNINI?**  
THE SECRET  
TO HER SUCCESS

**KATE MOSS**  
**& GUCCI**

**CELEBRITY**  
LOOKS

*who are* OUR GUCCI SUPER STARS?

KNOW YOUR BRANDS

sunglassstyle

# Last seen in GUCCI



James Franco

TOP  
SELLER



Hilary Duff



Katy Perry



Jessica Alba



Nicole Scherzinger



Ashley Greene

**sunstyler**

## THE STATS

**Founded** 1921

**Founder** Guccio Gucci

**Headquarters** Florence, Italy

**Creative Designer** Frida Giannini

**Country of Origin** Italy

**Facebook Followers** 14,323,758



## Cover Story:

Kate Moss was chosen by the fashion house to launch the brand's new "Jackie Soft" bag, inspired and named after the iconic Jackie Onassis. She features as a celebrity hounded by the paparazzi around Rome in a short film (commercial). Hidden behind a pair of oversized sunglasses the desperately tries to evade the unseen photographer. Life mimicked art when she showed up to Gucci's show at Milan fashion week, causing the paps to go crazy. Creative director Frida Giannini said Kate was an icon on today. A sophisticated woman who dresses to please herself rather than others.

## Our Gucci Super stars

Many of the new season styles have already hit the stores. We have seen a massive increase in Gucci sales over the past few months. We think it comes down to the great range and your love of the brand and let's face it what's not to LOVE.

Here are our latest Gucci sales super stars\*.

★Bethany – CP

★Jennifer – SL

★Grave – SP

*\*Based on % of Total sales*



# History of the House

In 1920 Guccio Gucci opened a leather goods company and small luggage store in his native Florence. Many of Guccio's Italian clients were local horse riding aristocrats whose demand for riding gear led him to develop the unique horse bit icon which is an enduring symbol of the fashion house today. The instantly recognisable Gucci trade mark green-red-green web stripe, was also inspired from their equestrian link, it was derived from the saddle girth.

Facing a shortage of foreign supplies during the 1940's Guccio experimented with atypical luxury materials like hemp and linen. A burnished cane handle on their Bamboo Bag led this bag to becoming their first of many iconic products, which still remains a favourite today.

Opening stores in the 1950's in Milan and New York was the start of its global presence as a symbol of modern luxury. The expansion continued throughout the next few decades. Their products quickly became renowned for timeless design and were cherished by iconic movie stars and figures of elegance. It was during the mid 60's that Guccio adopted the now legendary interlocking double G logo, creating yet another chic Guccio visual insignia.

They continued their global expansion and developed its first ready to wear collection featuring GG printed shirts or GG buttoned fur-trim coats. The brand became famous for its unique mix of innovative audacity and legendary Italian quality and craftsmanship. Guccio icons were re-invented in new shapes or colors – burning the GG logo through suede - using ever more luxurious materials, like baby crocodile coats with sterling silver snakehead buckles. It was

1981 before they staged their first ever runway show.

Tom Ford became the creative director in 1994 and infused the brand with a sense of daring and provocation that resonated with the celebrity and fashion worlds. The stiletto and silk cut-out jersey dresses with metallic hardware became the instant icons of his uniquely glamorous vision. In 1999, Guccio entered into a strategic alliance with Pinault-Printemps-Redoute (PPR), transforming itself from a single brand company into a multi-brand luxury group. This led to Guccio achieving astounding global success and was named the most desirable luxury brand in the world.

## Who are PPR?

Now known as the Kering Group they are the world leader in apparel and accessories. They have developed an ensemble of powerful brands both in Luxury and Sport & Lifestyle. Their luxury brands include Stella McCartney, Saint Laurent and Bottega Veneta. Whilst Puma and Electric are two of their Sport and Lifestyle brands.

Through their partnership with the Kering Group, Guccio continues to focus on strengthening the values upon which its enviable reputation has been founded for its almost 90-year history: exclusivity, quality, made in Italy, Italian craftsmanship, and fashion authority.



# Hot styles GUCCI



Love? Want?  
You can **WIN!**

We are giving away a 3 pairs of Gucci at the end of this month. The 3 people with the highest % of Gucci sales compared to their total sales can choose any pair of Gucci they want. You have to sell a minimum of 3 pairs to qualify and then all Gucci sales you have made in November will be counted.

Sunglass Style promo terms and conditions apply.

IN STOCK

and *hot* right now



GG 3696 JOY  
\$419.90



GG 3697 J13  
\$469.90



GG 4250 TUV  
\$599.90

LOOK OUT

coming soon . . .



GG 3718



GG 3713



GG 3705



# Who is Frida Giannini?

Creative Director of Gucci



**B**orn in Rome in 1972, she studied fashion design at Rome's Fashion academy. She was hired by Fendi in 1997 where she worked as a ready to wear designer for three seasons before being named designer for Fendi leather goods.

She moved to Gucci in 2002 as Handbag Design Director and two years later moved to Creative Director of Accessories. In this role she assumed unprecedented control of the design of bags, shoes, luggage, small leather goods, silks, fine jewellery, gifts, watches and eyewear. Giannini flourished in this expanded role, and brought a powerful new perspective to Gucci's accessories collections.

Using the Gucci archive for inspiration, she says now that her first visit to the archive was one of the most significant revelations in her career, and over the years she has adapted and redefined many iconic Gucci designs and motifs – from the use of bamboo to the development of equestrian iconography, and from reinterpreting the look of the famous horsebit loafer to modernising the equally celebrated Jackie bag.

In 2005, Giannini was named Creative Director of Gucci women's ready-to-wear, while retaining her responsibility for all accessories, and

shortly thereafter she took over menswear as well – thus becoming sole Creative Director of the label. Her design approach and focused management style are informed by sharp confidence and decisiveness, as well as her uniquely feminine and distinctly Italian point of view.

The combination of her skills has proven to be a powerful asset for Gucci, as is witnessed by her consistent ability to design collections that not only influence global fashion trends, but also are highly successful at retail. A new design oeuvre for Gucci has emerged, one that juxtaposes the House's rich and inimitable past and its expertise in luxury craftsmanship, with a present-day jet-set lifestyle and a pulsating sense of confidence, sensuality, and glamour

As Giannini approaches her tenth anniversary as Creative Director, her tenacity and unwavering vision have steered Gucci successfully into the 21st century. She is a powerful global voice for fashion, one that champions sensual luxury and stylish glamour for modern times.



## Chime for Change Founded by GUCCI

**Education. Health. Justice. For every girl. Every woman. Everywhere. Because none of us can move forward if half of us are held back**

In 2013 Gucci founded Chime for Change with Frida Giannini, Beyoncé and Salma Hayek. Through it's crowd founding partner it has already raised over US\$5 million dollars, fully funded 310 projects in nearly 80 countries.

## Quick 5

- 1** Gucci's Rome store is located at the foot of the prestigious Spanish Steps on Via Condotti in Rome on the site of Gucci's original Rome boutique, first opened in 1938.
- 2** Gucci has its own museum situated in the heart of Florence, it charts its remarkable 90 year history
- 3** The new Jackie Bag ranges in price up to \$31000, which is for the soft crocodile version
- 4** Bruce Springsteens daughter Jessica is not only an American champion show jumper but also a member of Gucci Team of Equestrian Ambassadors.
- 5** Guccio worked as a dishwasher, waiter, porter and an elevator operator before starting his own business.