

GUCCI

ITALIA! Born in Italy, made in Italy.

Gucci is one of the biggest and most well-known luxury fashion houses in the world, founded by Guccio Gucci (hence the Double G) in Florence Italy in 1921. Nearly all Gucci product is still manufactured in Italy with the notable exception of their watches made in Switzerland (of course!) and selected technical eyewear made in Japan.

GG LOGOS: The Interlocking G | The Marmont | The Ribbon

Does it get any more iconic? Adorning handbags, belts, shoes and your fave designer sunglasses, the Gucci logo, in all its forms, are instantly recognisable and provide serious street credit and vintage vibes to contemporary Gucci pieces.

The **Marmont logo** has been reimagined by Alessandro Michele, Gucci's creative director since 2015. Featuring 2 Gs facing the same way, it was inspired by a belt buckle from a 1970s Gucci collection.



The classic **Interlocking G logo** is an evolution of the original Gucci design from the 1930s, featuring each G facing the other, and has been an established symbol of Gucci heritage ever since.



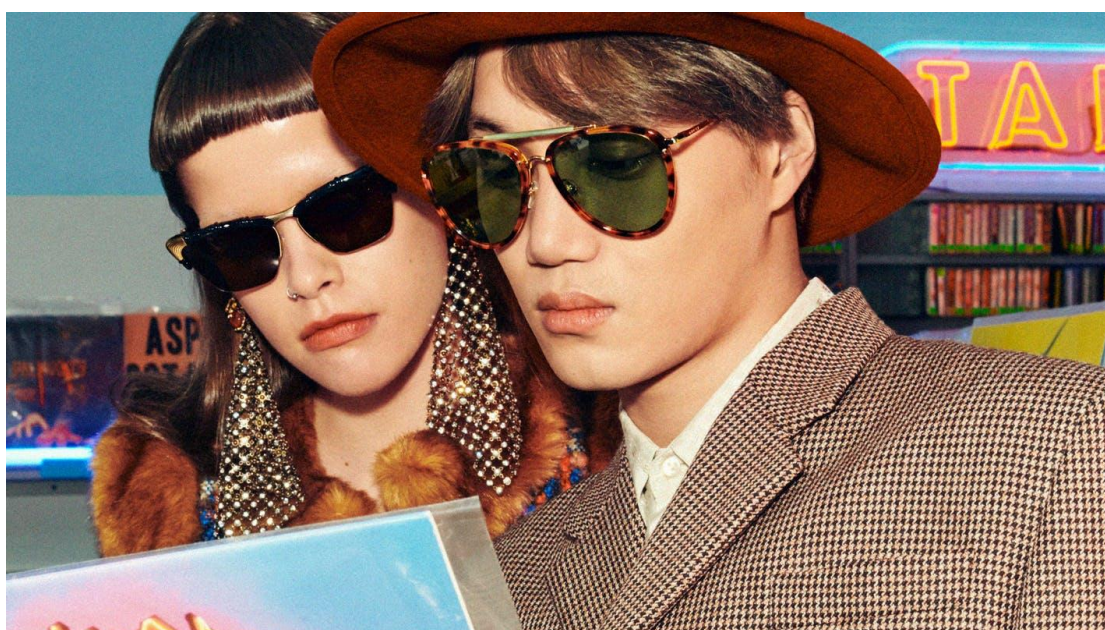
The **Ribbon emblem** was introduced in 1951, as an ode to Italy and the Italian flag. Often featured either as a flag logo or full coloured temple, the ribbon is a signature of the men's Gucci sunglasses collection.



GUCCI SPRING/SUMMER EYEWEAR CAMPAIGN

The new Spring Summer eyewear campaign was shot in the Amoeba Music Hollywood store in Los Angeles. Channelling old-school youth culture, the busy and vibrant background, alive with pop-culture graphics, suggests the energy and excitement of the retro music scene, paying homage to those days when the local record shop would be a social nexus, with customers meeting up in the store and trying on the glasses, while browsing the tapes and CDs.

Chinese actress and brand ambassador Ni Ni stars once again in the House eyewear advertising campaign, and is joined for the second time by Kai, the South Korean singer, actor and dancer, member of the EXO boy band, and global male ambassador for Gucci eyewear.



GUCCI – KNOW YOUR TOP TEN (OR ELEVEN!)

WOMEN'S



30434 GG GG0225S 001 GOLD/GREY GRAD



1016070 GG GG0564S 001 Black/Grey



26423 GG GG0022S 001 BLACK/GREY GRAD



32685 GG GG0459S 001 BLACK/GREY



35466 GG GG0533SA 001 BLACK

MEN'S



31550 GG GG0010S 001 BLACK/GREY



1016072 GG GG0558S001 Black/Grey



36975 GG GG0687S 001 Matte Black/Grey



37310 GG GG0381S 006 Black/Grey



31665 GG GG0341S 001 BLACK/GREY



32687

GG GG0462S 002 BLACK/GREY

GUCCI LOVERS!

We love Gucci and so do our fave celebs. Spotted on everyone from musicians to actors and influencers, Gucci is coveted across the globe.

