

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 reimaged 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 sunglass collection.



GUCCI SPRING/SUMMER 2021 EYEWEAR CAMPAIGN

Gucci's campaign for the 2021 Spring-Summer eyewear collection is a tale of two cities, far apart yet so connected. In this tale, unexpected similarities are revealed through two evocative scenarios that together tell the story of a relaxing moment highlighting the eyewear collection.

Inspired by the mysterious and ethereal canals of Venice, with its canals lined with ornate marble palazzos and singular architecture, Creative Director Alessandro Michele imagined a traditional Venetian gondola ride through the famous Italian floating city. As Ni Ni resumes her role as Gucci brand ambassador, the Venetian dream extends to a parallel image: Wuzhen, a historic Chinese city, where the famous actress is immortalized on a traditional canal boat tour.



GUCCI GREATS! – Know your best sellers



GG0564S



GG0225S



GG0022S



GG0034S



GG0381S



GG0687S



GG0558S



GG0010S

GUCCI LOVERS!

Spotted on everyone from musicians to actors and influencers, Gucci is coveted across the globe.

