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Study of Logos

Guccio Gucci created 'Gucci' based on his love for leather goods in Florence, Italy in 1921. By 1933, he joined forces with his family to build the business into a larger company and worldwide brand. The designer of the logo of Gucci happened to be one of Gucci's three sons, Aldo Gucci whom he joined The House of Gucci in 1933. The logo symbolizes grandeur and authenticity and is seen worldwide. (Ebaqdesign 1) 'GG' Type facing in a flip reverse is the Gucci Logo based on Guccio Gucci original namesake.

For almost the duration of this time, Gucci has proudly displayed its double-G logo, working to make the emblem a symbol for high-end quality and a proud stamp of the company's approval. (Logomyway 1) Classic Gucci Ads show the luxury and versatility of the Gucci, designer brand that captures the persona and illusion of design and glam in a classy way which relates to Upper Class and Upper Middle Class. The classic GG Double Locking Type on a belt design, which is the classic logo for Gucci, in which consumers and fans of Gucci love to adorn themselves with throughout fashion periods. Some transitions the logo has developed into emblem of a woman. 'The Lady Lock is part of the collection released for Fall/Winter 2013. The signature Gucci logo embossed cappuccio and lock are typically crafted in shiny metal and accompany a collection of handbags that have a rounded, minimalist shape.' (Yoogi Closet 1)

'The Gucci logo has now become synonymous with luxury, style and fashion.' (Famous Logos 1) Typeface reminds me of Times New Roman and in Uppercase. Gucci having the desire to trademark new representations of Gucci in the future. Gucci has introduced new representations of their brand through the new creative director, Italian fashion label Gucci is

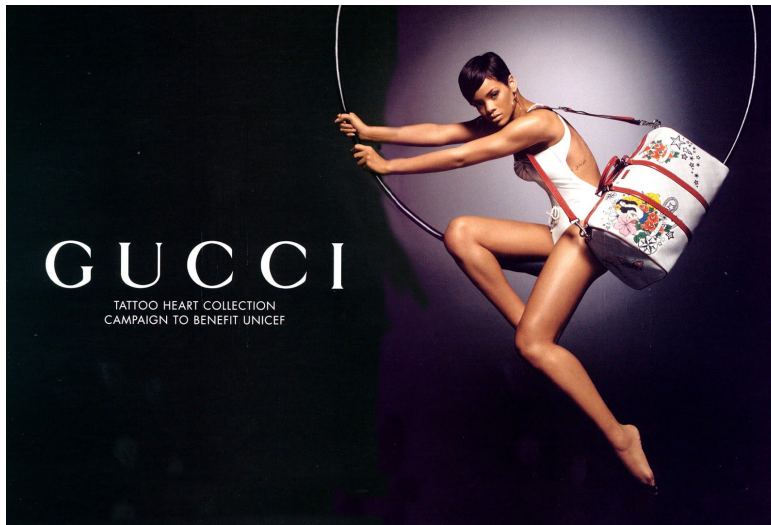
embedding its newfound iconography into consumers' memories by way of an in-app game.

(The Fashion Law 1)

I wasn't aware Gucci were using these new imageries to represent Gucci's brand namesake such as the 'number of motifs such as bumblebees, snakes and various types of flora that have been incorporated into his designs. (The Fashion Law 1) However, I am very familiar with the 'GUCCI' signage or Double locking GG and the signature colors of Green and Red or Navy and Red Stripes on their signature leather goods.

Gucci brand has stayed on trend and important to fashion elites, since its release of new leather goods from their new creative director, creative director Alessandro Michele. From the common woman to Beyonce, everyone has been wearing the new Gucci installments of flora prints, bold colors and classic gucci leather goods and apparel remade into a modern day feel. Gucci logo has survived 80 years of fashion and design. It has maintained a force to be reckoned within in design for its class logo to branching out to other deviations of design which always represents the true Gucci consumer. I am not a big fan of Gucci, I feel it's tacky and too flashy for my taste level. However, as a teenager, I purchased a vintage gucci bag and it had a power to wearing 'Gucci' as well as some form of glamour to it and it had the signature double locking GG and signature stripe of red and navy blue.

Example of Classic Gucci Ads



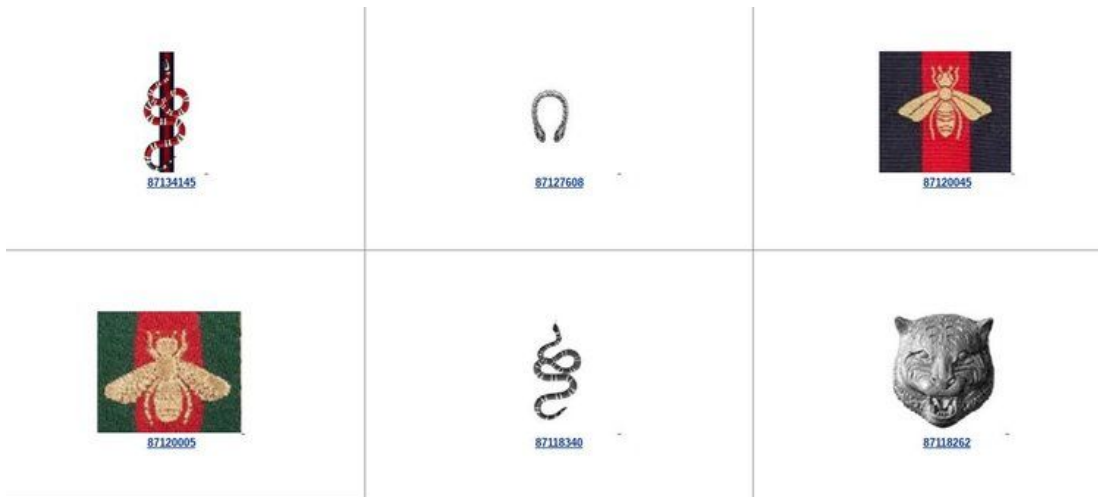
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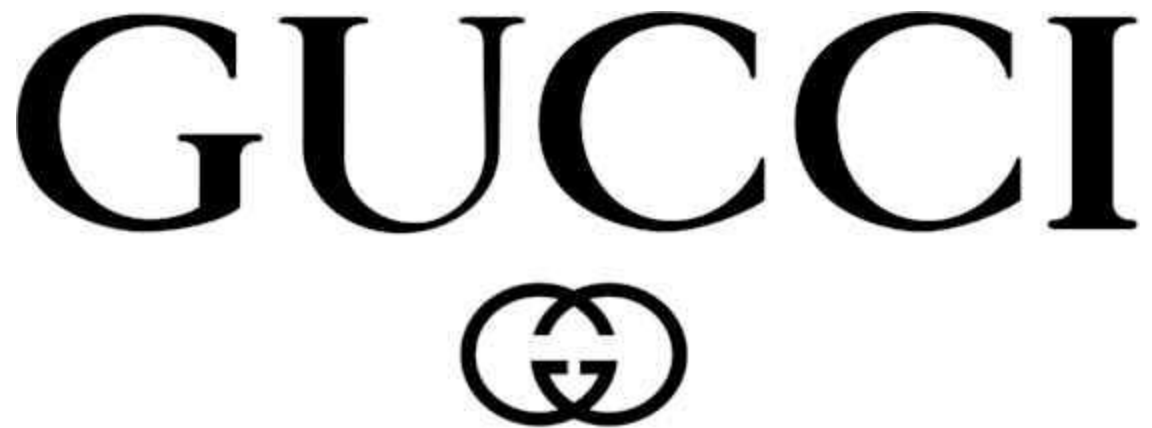


Source: [Photo](#)

Development of new logo designs were a natural progression for Gucci because of its longevity within fashion industry. “Logos still touch and talk to customers, but fashion is an industry of the new, and if you rely on a logo because of your heritage, you’ll get left behind,” said Marco Bizzarri, Gucci president and CEO, speaking at the New York Times International Luxury Conference last month. (Telegraph 1) Gucci added new logos within their designs

because they wanted to reapproached their customers with a new twist and feel while since withholding the classic GG.

“I saw it as a rebirth of the double G logo,” said Michele in a video interview shown at the conference. “In the past, Gucci has been a bit ashamed of its logo, but it should be proud of it as an emblem of 95 years of history. The logo is an incredible powerful asset for Gucci and it should become as desirable as a leather bag.” Importantly, Michele takes a playful, almost irreverent approach to the Gucci logo, daubing it with flowers or pairing it with cartoonish motifs in accessories that appeal to a younger demographic. “I couldn’t wait to get my hands on the logo,” said Michele. “It’s like drawing on the Mona Lisa. The double G is like a hieroglyph that everyone knows and I use it as the cherry on top of my designs.” (Telegraph 1)



Source: [Photo](#)

Gucci has remained in business of branding their GG even when their business wasn't surviving with new competitors who were more focused on minimalism and logo-less handbags. Celebrities are riding the Gucci new wave such as Beyonce, Tracee

Ellis Ross and many other Hollywood stars and musicians. Celebrities are wearing the logo branded purchases and new fabrics and prints of florals and bright colorways.



Source: [Photo](#)

Gucci Storefront based in Macy's Heralds Square on 34th Street and 7th and Broadway

In New York City



Actual Photo Taken by Isis Swaby (Myself)

Gucci Store on 34th Street inside of Macy's



Gucci Store shows a lot of their design of the GG interlocking logo throughout products in the store, it's the main focus of their designer brand. My experience visiting Gucci inside of Macy's Herald Square wasn't so luxurious but the signage was engraved in the floor of the entrance. Gold GG logo is prevalent in their design, visual merchandising and shopping experience.

Sources

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