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A Gucci Dynasty Worth Killing For

Fashion can be seen in every aspect of our lives in films and cinema do a great job in using costumes and fashion to further elaborate on the narratives being told. Fashion and film have as good as a connection between each other just as peanut butter and jelly; Costumer Designer Janty Yates perfectly complement every look in the movie to the Gucci royalty family. In the film, House of Gucci, the narrative and story behind the history of the Italian fashion house of Gucci and its family empire is played out and fashion in addition to art can be seen everywhere throughout the film. The 2021 film is a biographical drama directed by Ridley Scott, based on the book *The House of Gucci: A Sensational Story of Murder, Madness, Glamour, and Greed* by Sara Gay Forden. It portrayed the inspired true story of Maurizio Gucci played by actor Adam Driver and his romance with Patrizia Reggiani played by actress Lady Gaga and the conflict for control of the Italian fashion dynasty of Gucci by the inner family from the 80s. The film in itself is a film about a fashion empire, thus already establishing this connection between fashion and film. In expressing the narrative of the story and the true heir status of the Gucci family, the most outstanding glamorous fashion and art pieces were highlighted throughout the film.

From the movie's commencement, the sophisticated fashion looks from the 70s and 80s instantly grab your attention and sets the mood for the following works of art that progressively got more detailed and chicer to bring Gucci back from its "dead" moment in fashion. The film does a great job in also portraying the difference in fashion between different social levels or

classes. Patrizia, a young middle class adventurous female from the 70's era, meets Maurizio Gucci by chance at a bar-party, and she set her sights on this wealthy individual who could possibly give her a better life while also showing Maurizio love and a new life as well. From their first meet, Patrizia's outfits only became more extravagant and sophisticated, drawing from her new access to high fashion couture, especially that from the Gucci house. I vividly remember the stunning Gucci dress that Patrizia wore during her wedding which due to family drama was only attended by Patrizia's family but that didn't take away from the stunning bride. Fashion was also a main topic within the narrative because fashion culture and society of the times were starting to refer to the Gucci house as dinosaurs or extinct and old fashion looks. It highlighted the struggles of being in this high fashion couture world and not being in demand or important, and the hard work and innovation that is required to once again ascend to the top as Gucci once again has within fashion.

One key quote I do remember from the film was when Patrizia first entered the Gucci residence and she was amazed and dazed by the wonderful works of arts on the walls and the beautifully detailed house. When she's introduced to Rodolfo Gucci, Maurizio's father, she remarks that the paintings on the wall must be works from Picasso and very expensive and worth a fortune, Rodolfo quickly corrects her, and makes a memorable quote to her, he stated that true art had no importance of its worth and value, it's the essence of the artistry and the art itself that was the real significance. His father also wasn't very fond of Patrizia, because he saw her as an opportunist who was trying to steal away the family's empire and Maurizio's inheritance. He wasn't necessarily wrong with his intuition as the film closes with Patrizia murdering Maurizio after their separation and the complete loss of control from the Gucci family and dynasty of the

Gucci fashion empire. It was a beautiful film that connected the true drama story of the Gucci family, but also used fashion in a fashion film to further embrace this beautiful form of art, fashion and to help in narrating the story being told.

About 500 specific looks from the film were chosen by Janty Yates and definitely from the exclusive Gucci archives and stunning collections to best represent the wealthiest stylish families in the fashion industry, it was spectacular! From the first scene where the Gucci couple first met, we see the discotheque nightlife partying atmosphere of the 70's at a disco ball that they attended, showcasing formal leisure tuxedos accompanied by a classic bow tie and for women many in romantic silhouettes hugging the female body form in short and long variations; of course accompanied with many accessories such as long satin gloves, pearly white jewelry, small purses and tiny cigarette cases, and tons of ruby red lipstick. Maurizio was tall and awkward and she was the petite life of the party. Patrizia tried to best fit into the higher class that she wasn't necessarily a part of, it can be seen by this new girl from the likes of Marilyn Monroe . Some say Patrizia with her huge purple eye was often drawn comparisons to Elizabeth Taylor. As she developed in life, and with the access to the high couture fashion especially from the Gucci house, Patrizia's outfits, jewelry, accessories and fashion looks became ritzier and much more glamorous. She used various variations of the women's bar suit, from a liberated pantsuit to above the knee skirt-suits, she demonstrated a very sophisticated style to her looks. The memorable wedding dress from the movie can also be seen below, always exemplifying the wealth and high status of the Gucci family and the signature double G logo. I just love how the hem is above the ankle allowing everyone to see the classic white pumps. We also got to visualize the envy, jealousy and rage that Patrizia garnered, especially after being divorce and having to witness

another woman now get the perks and privileges that came along with being in the Gucci family, which ultimately led to her demise and traitorous act of conspiring in the act of murdering Maurizio and cementing the fall of the Gucci families reign and control of the Gucci empire. Overall the film did a beautiful job in showcasing a time where Italian fashion becomes so influential. The director used so many fashion references from the radical 70s to the extravagant bold 80s all the way to the minimalist aesthetics of the 90s. Women's rights in history in addition to fashion was so significant in these decades and Director Scott did such a great job in bringing these times back to life for us. He narrates the story that was being told of the Gucci empire, especially that of the comeback it had and how it's still one of the world's biggest and most iconic fashion brands today.



The Disco look in the Radical Seventies

The Romantic Looks: The beautiful Bridal Scene



The decade of Excess and Extravagance: Status-symbol Dressing



The iconic Gucci logo apparel and classic handbag



Volumized Hairdos and natural makeup looks with smokey eyes



Barsuits and oversized fur coats to show social status