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## GUCCI-INCEPTION OF THE BRAND

**01**

**1897**

Guccio Gucci's inspiration started when he worked as a bellboy at the Savoy Hotel. He was inspired by the luxurious suitcases and trunks in which many hotel guests carried.

**03**

**1930's**

In the 1930s, Gucci developed a specially woven hemp material with a signature print featuring small interconnecting diamonds. This design was well liked, marking the start and success of Gucci.

**02**

**1921**

in 1921 Guccio Gucci opened his first store in Florence and founded the company.

**04**

**1951**

Rodolfo opens the first Gucci store in Milan on Via Montenapoleone. The green-red-green web becomes the staple of the company

## Brand structure in the next 30-50 yrs

1

### Diverse Products

Gucci currently has a diverse line of luxury clothing, accessories, and shoes. In the next 30-50 years, we will see a diverse product lines. From home décor to products focusing on technological advancements.

2

### Technological Innovations

Technological advances with the creation of their products, such as Artificial intelligence, Virtual reality , and augmented reality. In addition, the use of their digital website and expansion of their products in the E- commerce market.

3

### Focus on sustainability

With global warming coming a rise and many fashion brands contributing to climate issues. It is predicted that Gucci will take make sustainability a focus in the brand. Sustainability practices such as using eco- friendly textiles.

**GUCCI**

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## GUCCI- DESIGNERS THAT HAVE JOINED GUCCI

01



Disney- Collaborated to create a sense of nostalgia and playfulness in the brand.

Xbox- The collaboration gave Gucci access to a new market appealing towards gamers.

North face & Adidas -The collaboration gave Gucci access to a new market appealing towards those who are into sports wear and are adventurers.

Comme de garcon & Balenciaga -Allowed for creative exchange between both brands

# Timelines of International expansions

1921

GUCCI OPENS HIS FIRST STORES IN FLORENCE AND FOUNDS THE COMPANY.

1951

RODOLFO OPENS THE FIRST GUCCI STORE IN MILAN ON VIA MONTENAPOLEONE. THE GREEN-RED-GREEN WEB BECOMES A HALLMARK OF THE COMPANY.

1953

ALDO GUCCI OPENS THE FIRST AMERICAN STORE IN NEW YORK. GUCCIO GUCCI DIES SHORTLY AFTER.

1972

GUCCI OPENS A STORE IN TOKYO. MAURIZIO GUCCI MOVES TO NEW YORK TO WORK WITH HIS UNCLE ALDO.

PRESENT

GUCCI CURRENTLY HAS 528 STORES WORLDWIDE



# POINTS OF DISTINCTION & MAJOR SUCCESSES FOR THE BRAND.



- Brand Valuation of \$15.9 billion
- Gucci became 2019's fastest growing luxury brand, with a growth rate of 23% and a brand valuation of \$15.949 billion
- Gucci currently has a strong online presence due to digital marketing across social media platforms  
In addition to a strong ecommerce platform.
- 400 directly operated stores of Gucci and more than 10,000 employees worldwide

# RETAIL BOOM OF THE BRAND NATIONALLY OR INTERNATIONALLY

- Expansion through the opening of flagship stores. In 1953, Gucci opened its first American store in New York, then opened up stores in London, Tokyo.
- Expansion of the international market through the partnerships with celebrities such as Grace Kelly and Jacquelin Kennedy.
- Including a wide range of products other than luggage. For example, accessories, fragrances, and ready to wear clothing,
- Expansion through social media and e-commerce.



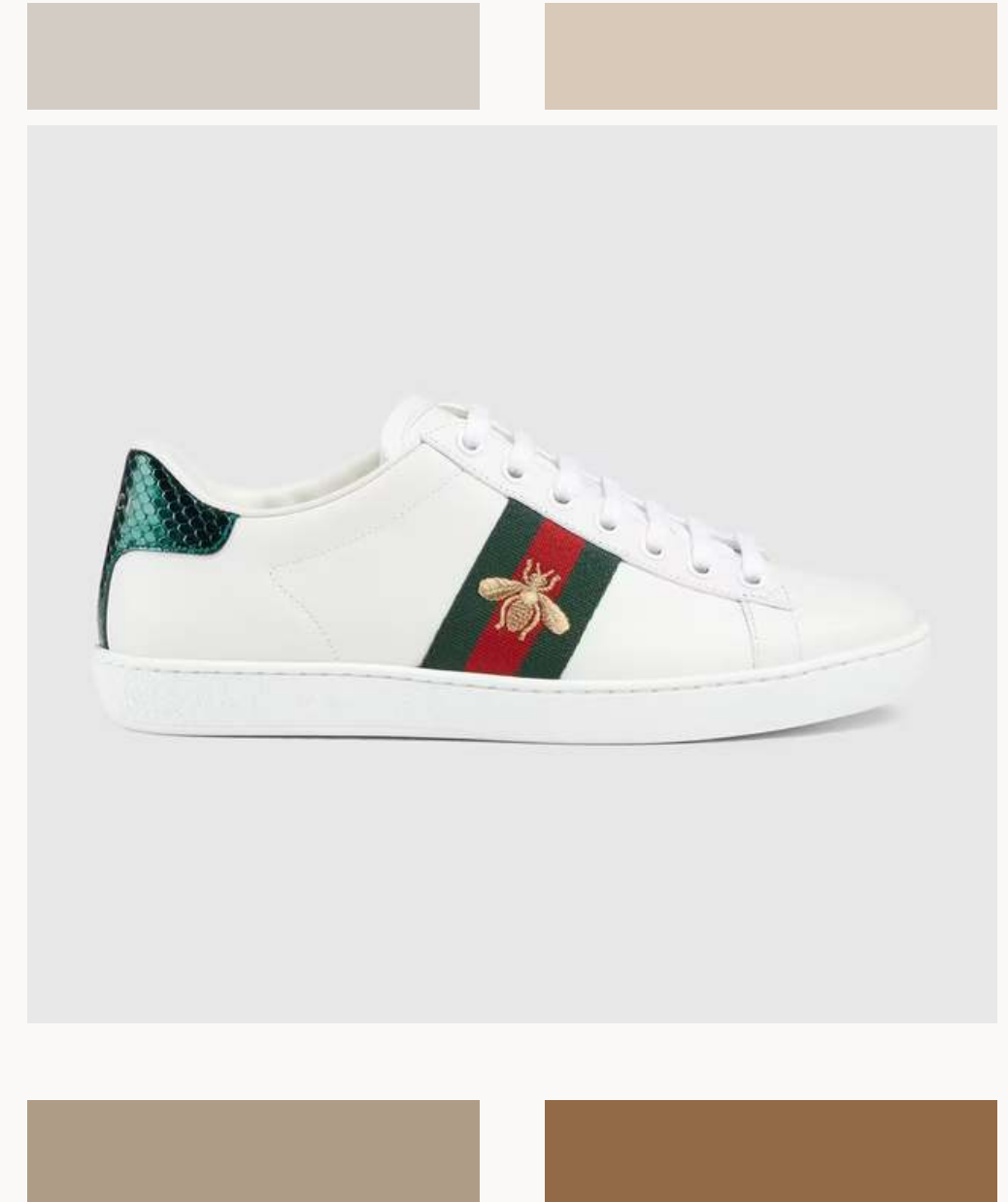
## KEY CATEGORIES CHAMPIONED WITHIN THE PORTFOLIO

- Bags
- Shoes
- Accessories
- Fragrances
- Ready To wear clothing

Gucci saw success in the launch of footwear  
Bags that included their iconic monogram  
Success was also saw in accessories in  
which included the gold GG logo.

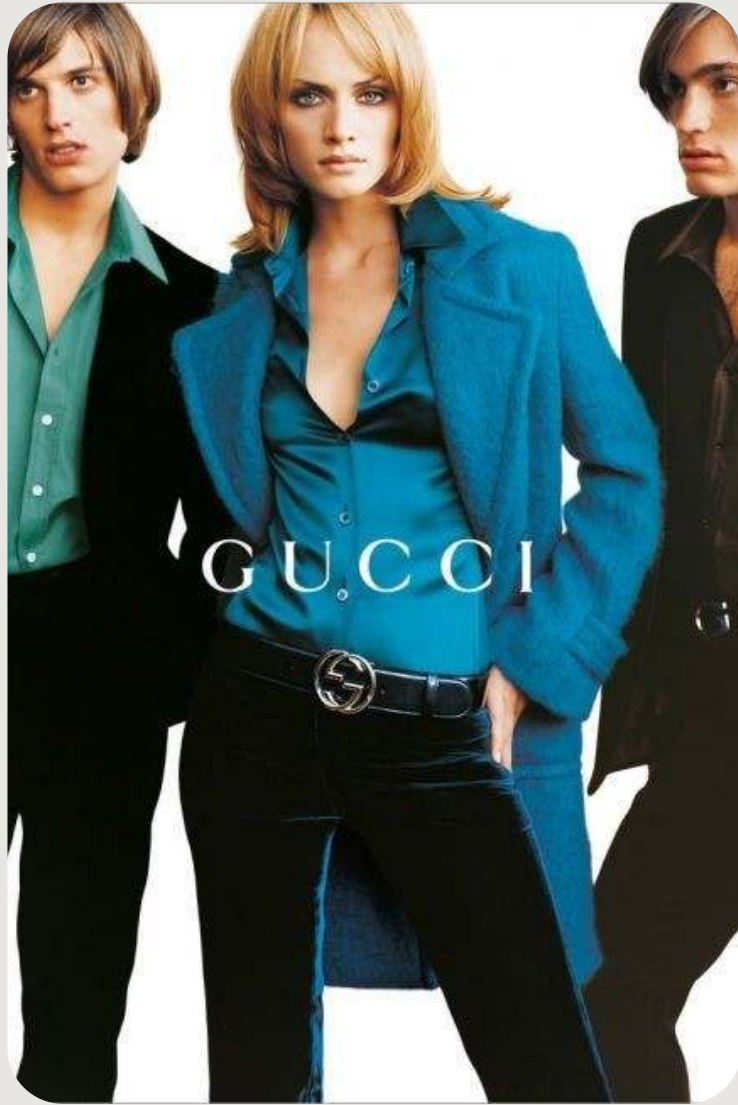


## INSPIRATION





# AN OVERVIEW OF MAJOR SCANDALS AND HOW THE BRAND HANDLED THEM.



1995: One of the most notable scandals in Gucci was the assassination of Maurizio Gucci. Gucci distanced itself from the family feud. The brand focused on keeping its core values and maintaining a strong brand image.

2004: The brand was going through a racial discrimination lawsuit, in 2005 the case was settled. The brand then issued a public apology. In efforts to stop this from ever happening again, Gucci hired a global director for diversity and inclusion.

The brand has also faced many cultural appropriation controversies regarding their designs. In order to prevent this from happening Gucci has created a changemakers program, to help those with diverse backgrounds.



## SHIFT FROM THE BRAND'S INCEPTION TO ITS CURRENT POSITIONING.



- Gucci started off as a brand in which Luggage and Accessories were their main priorities. They worked on producing high-quality luggage and leather goods. They have now transformed their brand into offering products such as ready to wear clothing, accessories, and fragrances to help in appealing consumers.
- As technology advanced, technology and social media was key in the success of Gucci.
- From the inception of Gucci their designs have changed dramatically. The designs were embodied by a classic and elegant look. In 2015, with Alessandro Michele being the new creative director we saw Gucci's design shift to a mold and vibrant brand.





## **CURRENT MARKET COMPETITORS AND BENCHMARKING**

Louis Vuitton: A luxury fashion brand that offers leather goods, ready-to-wear clothing, and accessories. Currently both brands have a strong brand heritage, iconic monogram and global presence.



Chanel: Chanel known for its timeless elegance and classic designs. Chanel specializes in haute couture, accessories, and fragrance. Both Gucci and Chanel appeal to elegant and fashion-conscious consumers.





## ONE MAJOR INTERNATIONAL CAMPAIGN

"Gucci Bloom" (2017):

- A fragrance campaign in which featured the actress dakota Johnson, artist Petra Collins, and model Hari Nef.
- The campaign visuals were on theme with in describing the fragrance scent and the idea of blossoming. The campaign visuals focused on issues such as diversity and female empowerment.

