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Elements of Design: Gucci Fall 2021

When picturing luxury fashion brands, the last thing in our head is a collaboration between them. Different styles, silhouettes, connotations, etc. all are deciding factors on why some brands will not work with other brands. One of the least expected collaboration that happened for this Fall 2021 runway was Gucci x Balenciaga. For Gucci's 100 years, why not collaborate and make a show-stopping collection? Both Gucci and Balenciaga are known for their loud prints, and unconventional styles. It's a match made in heaven. And the runway show that debuted the collection has even the more reason to analyze why the collection worked for the two.

When looking at the runway first, we see a huge *contrast* between both the pieces displayed and the background of the runway. The background is filled with neutral whites/golds. This contrasts the colors of the garments such as teals, purples, reds, camels, etc. This 100% works for the collection. Why? The muted background is dismissed by the eye – it is boring and plain. However, when paired with the bright teal top or a bright red blazer from Gucci, you have nowhere else to look but the clothing. The stark contrast between two completely different colors on the spectrum makes this a runway that instantly grabs the attention of your eyes.

Gucci is known for their crazy and loud patterns; trying to fit anything weird and crazy in one garment. As we can see from the runway show, Gucci went in a completely different direction with the stage. There was a mass amount of white space in the stage setup. And yet, this completely worked in Gucci's favor as well. With the sequence of cameras on the wall and the

plain white backdrop, where else should one be looking at? It seems that they knew what they were doing. The collection is already stunning and loud to look out. There doesn't need to be so little white space in the stage. It's a mix of minimalism and maximalism; both between the backdrop and the garments.

Finally, movement was not missed in this runway show either. The reasoning for the cameras in the backdrop was due to COVID. In other words, the cameras resembled the flashing cameras/lights of paparazzi. However, another reason for the lights is due to the sparkles of certain garments. The Gucci x Balenciaga suit/overcoat is faceted with crystals and gems. When a person is moving, the camera is flashing showing off the proportions and textures. The flickering of the crystals helps set the tone to keep looking at the dramatization of the collection. Movement is definitely something that helps the Gucci collection draw the eyes of potential consumers.

Ultimately, these three design elements helped elevate both Gucci and the collaboration between Gucci and Balenciaga. All three elements on cohesion helped grab the attention of potential consumers, while also displaying the colors/accents of the garments. It's no wonder the collection became such a huge hit!