



GUCCI

PRE SPRING 2022
RTW

DAMIEN HIRST

“The Shipwreck of
the Unbelievable”



GUCCI
GUCCI
GUCCI
GUCCI

GUCCI
GUCCI
GUCCI
GUCCI

CONTENTS



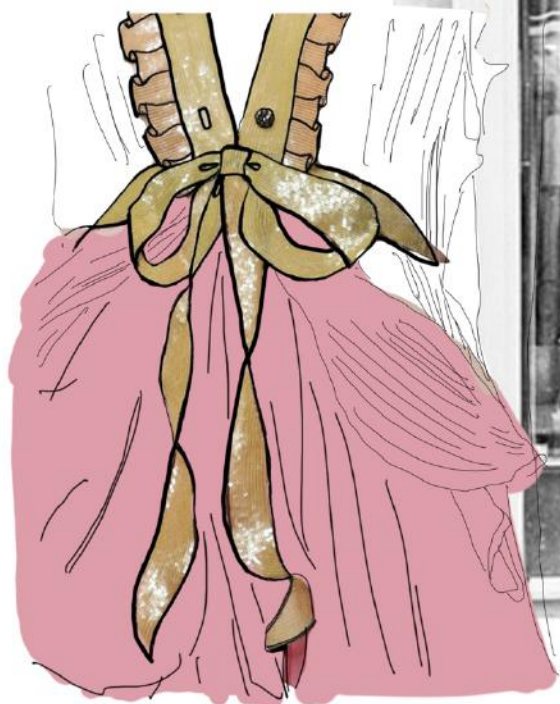
1	THE BRAND	6	COLOUR SWATCHES	11	LOOK 1	16	FLATS 6/7/8
2	ABOUT	7	FABRICS	12	LOOK 2/3/4	17	LOOK 9
3	CUSTOMER PROFILE	8	PRINTS	13	FLATS 2/3/4	18	LOOK 10/ 11
4	FIRSTHAND RESEARCH	9	KNIT SAMPLES	14	LOOK 5	19	LOOK 12
5	THE CONCEPT	10	BEADING SAMPLES	15	LOOK 6/7/8	20	FINAL LOOKS



GUCCI

THE BRAND





GUCCI



ABOUT

The Gucci brand was founded by Guccio Gucci who first opened up a leather goods store in Florence in 1921 and later enlisted his sons to help run the family business. At first the families main buisness was making saddles and accesorios for the artisocrats. With this success Gucci opened a boutique in New York and it gained popularity quickly due to celebrities adorning the brand such as Jackie Kennedy, Grace Kelly and the princess of Monaco. Fast-forward to present dayand the Gucci label is multinational and worth billions as part of the Kerring group.



GUCCI



FIRST HAND RESEARCH

When I was visiting Florence in 2018, The Gucci Garden was a must seen on my visit. Here are some photos I took when walking around the museum. I particularly like how bold and eccentric the display pieces are and how they have saved historic artefacts of Guccio's hand drawings, idea development and initial silhouette toiles etc..



DAMIEN HIRST

“THE SHIPWRECK OF THE UNBELIEVABLE”

CONCEPT

Ω
PAGE 5.

COLOUR SWATCHES

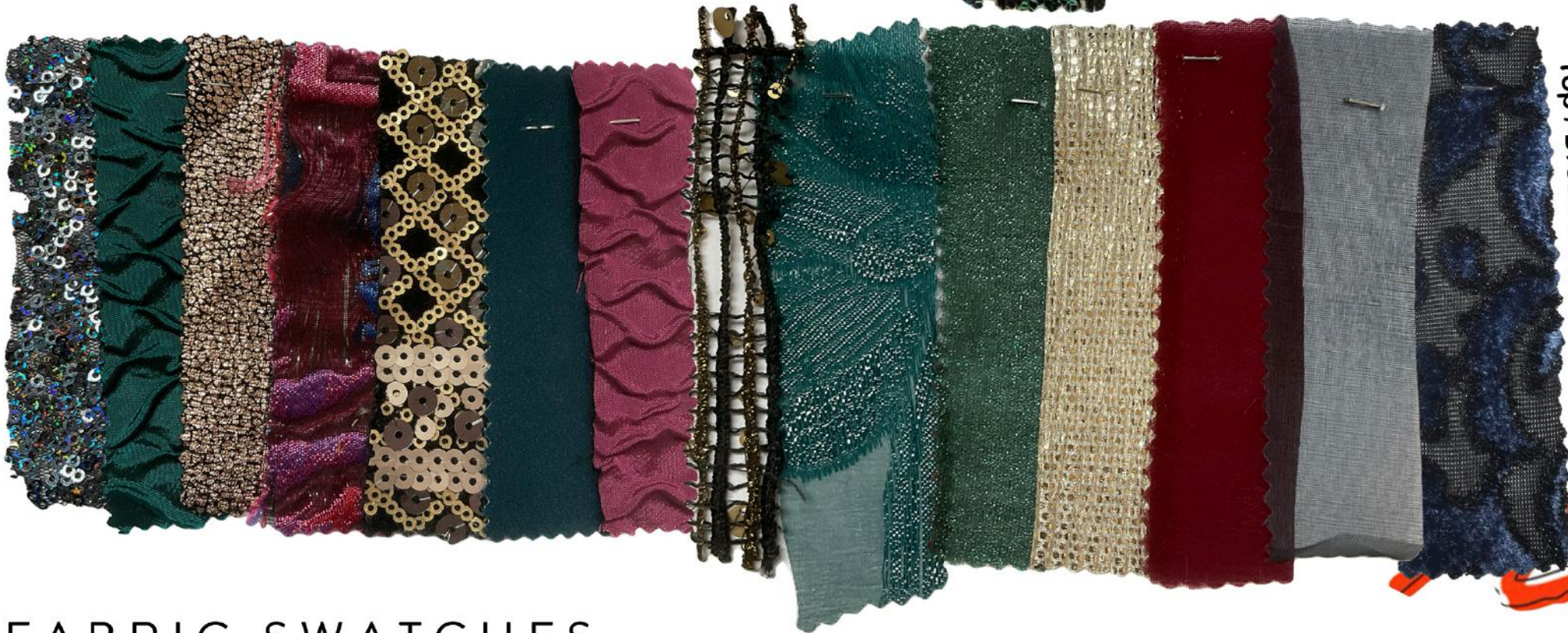


GUCCI

Bottom Fabrics/ suiting



Top / Dress fabrics



FABRIC SWATCHES

GUCCI

GUCCI

DEVELOPMENT Prints



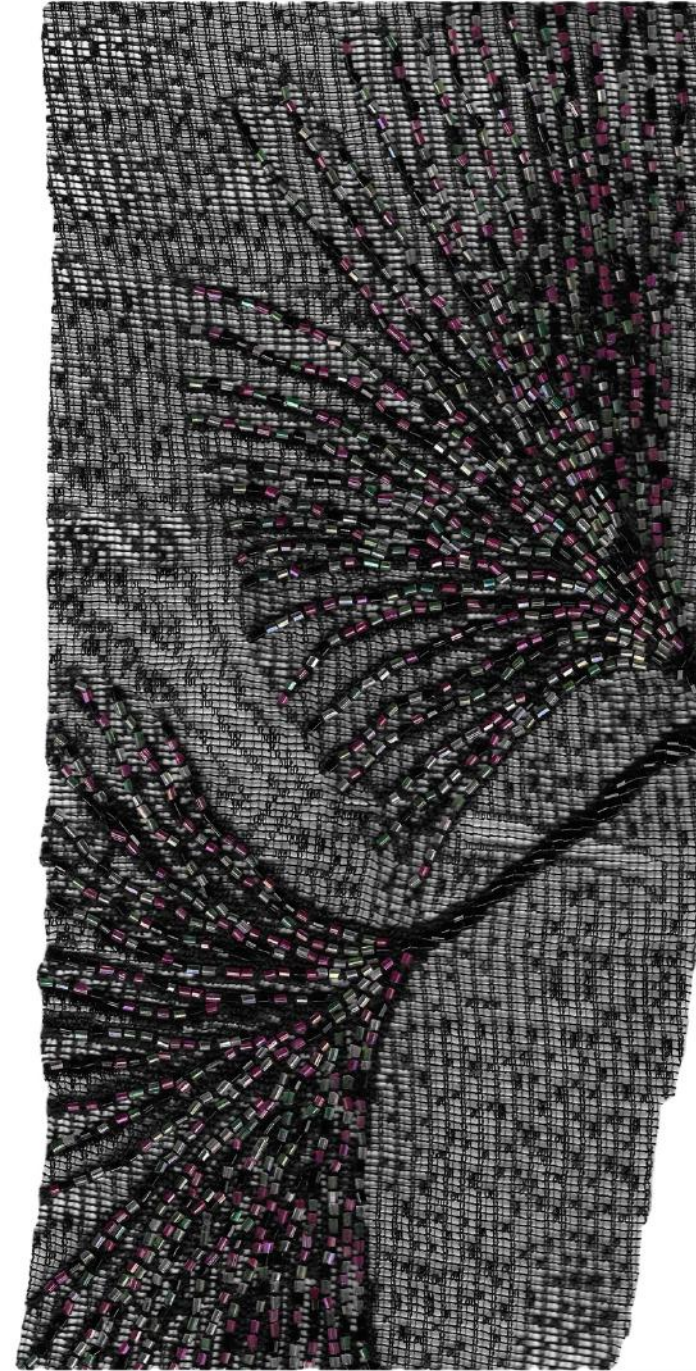
DEVELOPMENT
Knit Samples



GUCCI
GUCCI
GUCCI
GUCCI

GUCCI
GUCCI
GUCCI

DEVELOPMENT
Embroidery Samples



1.



GUCCI



GUCCI

PAGE 12.



2.



3.



4.



5.



GUCCI



PAGE 15.

GUCCI



7.



8.

6.

GUCCI

GUCCI

9.



10.



11.



12.





PRE SPRING 2022