

# GUCCI

## **Gucci Unveils a Special Collaboration with The Shoe Surgeon featuring Kyle Kuzma and 3 Limited Edition Basket Sneakers**

**June 29, 2021** - In 2020, the *Gucci Sneaker Garage* section on the Gucci App launched, providing users the ultimate tool to experiment within the distinctive world of the Gucci sneakers by creating their own model, tweaking, hybridizing, and combining elements from the existing designs. As a continuation of the platform and bringing it to life in a physical form, Gucci has partnered with Creative Director Dominic "The Shoe Surgeon" Ciambrone to create three limited-edition collectible pairs of Gucci Basket sneakers, sold exclusively at the Gucci Beverly Hills store today. Gucci provided The Shoe Surgeon with upcycled materials from some of the brand's most recognizable prints to create bespoke Basket sneakers. To celebrate the partnership, "The Shoe Surgeon" invited Los Angeles Laker Kyle Kuzma to model Gucci Basket sneakers.

To further Gucci's commitment to grassroots change and empowering the next generation of creatives, all proceeds from the three custom Basket sneakers will go to Oakland School of the Arts' *Step It Up* program and will provide technology resources to the students. Step It Up is a free after-school arts program founded by the school in 2014 which focuses on connecting and preparing students of colour for successful entrance into OSA by making arts education accessible to underserved and marginalized Oakland youth. Additionally, the technology provided will include design tablets and computers in an effort to supply tools and resources to children.

Expanding on the theme of sustainability that can be found in the Basket sneakers the designs create a timepiece that encapsulates signature Gucci prints through different eras. Dissecting parts of the brand history and upcycling into one to create eccentric bespoke sneakers. Each design features unique storytelling through traditional shoemaking skills and material selection across various Gucci collections. The "Vintage Aged" basket features a retro renewed look playing off the trend of aging shoes through bleach and dye details applications. The "Neon Tech" basket highlights the Gucci print in bold colours and pops through neon highlights. The eclectic design brings forward a contemporary look on the 'What the Gucci' amplifying the message of sustainability by repurposing recognizable Gucci prints across the basket silhouette.

For further information about Gucci visit [www.gucci.com](http://www.gucci.com).

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