

# GUCCI

## LOS ANGELES TO HOST GUCCI'S UPCOMING FASHION SHOW: A MILESTONE IN GUCCI'S CELEBRATIONS OF ITS CENTENARY

**May 10th, 2021** – Carrying on the series of happenings and unveilings in its Centenary year, Gucci announces that Creative Director Alessandro Michele will present his new collection through a fashion show held in Los Angeles on November 3<sup>rd</sup>, 2021.

Six years after his first Cruise runway show in New York City at the Dia-Art Foundation, Alessandro Michele will return to the United States, in Los Angeles – a city that continues to provide him a constant source of inspiration and which has played a significant role in Gucci's hundred-year history.

The show will coincide with the occasion of the 10th LACMA Art+Film Gala, taking place on November 6<sup>th</sup>, for which Gucci is the founding and presenting sponsor.

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### **About Gucci**

*Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands. As the House marks its 100th Anniversary under the Creative Direction of Alessandro Michele, with Marco Bizzarri as President and Chief Executive, Gucci moves forward into the coming decades with an ongoing commitment in redefining luxury, while celebrating the creativity, innovation and Italian craftsmanship at the core of its values.*

*Gucci is part of the global luxury group Kering, which manages the development of a series of renowned Maisons in fashion, leather goods, jewelry and watches.*

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