

GUCCI

Gucci Introduces its *Gucci Basket* Sneakers in North America Unveiling a Special Collaboration with The Shoe Surgeon

June 18, 2021 - Gucci introduces Gucci Basket, a distinctive high-top designed by House Creative Director Alessandro Michele. It is mainly made of Demetra, Gucci's pioneering luxury material that combines quality, softness, durability, and scalability with an eco-friendly ethos.

Gucci Basket, inspired by basketball, is a genderless sneaker, and features a special identification tag. The style comes in three different colour and fabric combinations globally with an exclusive colourway for North America in red, white and blue.

The shoes have a distressed look, and bright colour details in mixed materials are integrated into the distinctive design, including blue soles, violet mesh tops, padded and ribbed orange backs that wrap around the ankles, and green laces. Fluorescent rubber trim displaying House motifs, including the Interlocking G, is applied to the tongues and on the outsides of the shoes. Demetra, the main material used, is the culmination of two years of research and development by Gucci's own technicians and artisans. Produced entirely in Italy in Gucci's factory, it is created using the same expertise and processes for tanning thereby achieving characteristics that give Demetra a distinctive, pliable and resilient performance, with a supple and luxurious finish. The eco-innovation behind Demetra combines efficient processes with animal-free raw materials that are primarily from sustainable, renewable, and biobased sources.

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 at the end of June. Gucci provided The Shoe Surgeon with upcycled materials from some of the brand's most recognizable prints to create bespoke Basket sneakers. All proceeds from the three custom Basket sneakers will go to Oakland School of the Arts. Gucci will reveal additional details about this partnership with The Shoe Surgeon in the coming weeks.

Additionally, offering visitors a unique chance to discover the sneakers in a dedicated environment, a series of Gucci Pins - the House's ephemeral stores inspired by the pins seen on interactive digital maps - will be unveiled in Atlanta, Troy and Aventura, and echoed in the Gucci stores in Houston, Beverly Hills, Orlando, Dallas, and Las Vegas. Providing an immersive shopping experience, these pins are inspired by basketball courts – celebrating their legacy and cultural significance.

Bringing the shoes in a parallel virtual dimension, a new game will also debut on Gucci Arcade, the ever-growing digital environment where users can engage with the product and codes of the House in unexpected ways, inspired by vintage video games and their aesthetics. Titled Gucci Burst, the game sets the Gucci Basket in a graphic landscape of flying geometric shapes, where space and time have a will of their own.

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.

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