

# GUCCI

## GUCCI RELEASES THE NORTH FACE X GUCCI DOCUMENTARY VIDEO BY ARTIST SEAN VEGEZZI

**January 6<sup>th</sup>, 2021** - Following the reveal of The North Face x Gucci collection last December and to celebrate the partnership between the two brands as a tribute to the spirit of exploration, Gucci has commissioned artist Sean Vegezzi to delve into the idea of literal and metaphorical adventures through a documentary video.

For his documentary, Sean Vegezzi brings his passion for the outdoors to the wilderness of the Alps mountain range and creates a world where beauty and function coexist.

Taking in the design and production processes that forged the collection, the film reveals the pieces through the eyes of those who made them possible, featuring conversations with Gucci's Creative Director Alessandro Michele, as well as with The North Face Design Manager Global Collaborations, Archives, and Special Projects, David Whetstone. Additionally, insights from the design team, product developers, and skilled craftsmen are also shared. In this distinct chronicled identity, the documentary is interspersed with images from the Dolomites to the Sierra Nevada in California, from the creation and production process in the factories to the underground history of how The North Face, a pinnacle outdoor brand, got adopted in major cities while discussing the cultural figures who contributed to The North Face's popularity – with diverse contributions ranging from American professional rock climber Nina Williams to influential graffiti artist Post AOW.

Throughout the documentary, the natural power of the landscape functions as a character in its own right, animating the products with their bold colours, tactile textures, and technical fabrics and details, all of which speak eloquently of the worlds of hiking and mountaineering, and, as in Alessandro Michele's words, 'the shamanic power to push you into different territories.'

### **Credits:**

Director: Sean Vegezzi

Music by Alexander Ian Smith

### **The video documentary features interviews with:**

Alessandro Michele - Gucci's Creative Director

David Whetstone - The North Face Design Manager Global Collaborations, Archives, and Special Projects

Nina Williams - Professional rock climber

Post AOW - Graffiti artist

### **About Gucci**

Founded in Florence in 1921, Gucci - under the Creative Direction of Alessandro Michele - is one of the world's leading luxury fashion brands, with a renowned reputation for creativity, innovation and Italian craftsmanship. 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)

### **About The North Face®**

The North Face, a division of VF Outdoor, LLC, was founded in 1966 with the goal of preparing outdoor athletes for the rigors of their next adventure. Today we are the world's leading outdoor brand, creating athlete-tested, expedition-proven products that help people explore and test the limits of human potential. We protect our outdoor playgrounds and minimize our impact on the planet through programs that encourage sustainability. The North Face products are available at premium and specialty retail sporting goods stores globally and is headquartered in Denver, Colorado. For more information, please visit <http://www.thenorthface.com>