

GUCCI

Gucci Liberty

The Gucci Autumn/Winter 2020-21 fashion show in Milan saw the debut of several special projects from the House that exemplify Creative Director Alessandro Michele's eclectic philosophy, which effortlessly and imaginatively combines influences from past and present. They also speak of Gucci's values and its playful sense of disruption.

A creative partnership between Gucci and historic English fabric designer and retailer, Liberty is part of the Autumn/Winter 2020-21 Collection across diverse categories. The collaboration began after some research of Liberty's archives, where Alessandro Michele sought out little-used designs as a way to convey a message of a memory from the past brought into the present – a leitmotif of the Creative Director's design vision. Seen in diverse pieces, including accessories, a padded blouson and headbands, the designs remind those who look at them of a memory. The most of the prints are floral based, which create a mood of delicacy and innocence, connecting this initiative to the children's clothes theme in this collection. In its retro decorative spirit, Gucci Liberty script also relates to the collection's other major theme of grunge.

Product Details

Womenswear features many floral-print dresses. Typical of the dresses is a guru-neck long style and fluid viscose crêpe midi dress characterised by a scoop neck. There are also spaghetti-strap tops, patchwork shirts with self-fabric bows, pleated skirts and a midi-style tiered in a patchwork composed of three different Liberty prints combined with the Gucci Flora print. A suit ensemble option with a single-breasted jacket in floral print by Liberty with matching high waisted trousers is crafted in mohair wool. There is also a selection of women's sportswear pieces in floral prints by Liberty, including printed T-shirts and sweatshirts, a puffer jacket and a denim jacket with a shearling lining.

For men, the Liberty prints are used for a selection of garments including double-breasted jackets, long and short trousers, an outerwear blouson, and short- and long-sleeved shirts of differing lengths. The outerwear blouson, one pair of shorts and one short-sleeved shirt display the Art Nouveau-style GUCCI LIBERTY script on their backs.

Two key styles of Gucci 1955 Horsebit handbags have also been developed with the Gucci Liberty theme: the shoulder and small top-handle bags in leather, printed with an all over floral motif, will be available as an online exclusive, paired with a practical card case. All these styles feature the House's Horsebit detail in gold, and the top-handle also has the GUCCI LIBERTY Art Nouveau style script on its front panel. The handbags have an internal leather tag displaying the Liberty script.

Two floral-printed Gucci 1955 Horsebit small duffles are offered as part of a small selection of luggage. The two floral prints used for the Horsebit duffles are also used for a selection of small leather goods: a mini bag with the Horsebit closure, a cosmetics case, a pouch with removable handle, a zip-around

wallet and other folding wallets. All but the mini bags feature the GUCCI LIBERTY Art Nouveau style script in either black (on the pink base) or purple (on the multicolour base).

For women's, the Rhython sneaker is refreshed in a pale, feminine Liberty print; and the popular ballerina style also now comes in two floral Liberty prints. A third floral print is available on the ballerina as an online exclusive. For women and men, the Gucci Tennis 1977 V low-top and high-top sneakers, are given a fresh look through the use of Liberty prints. All have the House Web stripe in either green-red-green or blue-red-blue and are enriched with an embossed Gucci outsole. A new genderless function is introduced in different Liberty floral prints. It is full of iconic details with a masculine yet contemporary attitude and recalls a restyled version of the traditional boat shoe but with a Gucci twist. In Men's both the Ace sneaker and the Gucci slide are offered in two colourful floral Liberty patterns, each with the GUCCI LIBERTY Art Nouveau style script.

The floral Liberty prints are also used for silk twill carrés and seasonal ribbons in silk twill, silk crêpe and wool; and furthermore, for ties and pocket squares in either cotton, silk crêpe or wool. Other accessories in the Liberty patterns are a woollen stole, a modal silk shawl, a long viscose scarf with fringing, cotton canvas baseball caps and bucket hats, thin cotton hairbands, a sumptuous silk, wool and viscose headband, and tin pins in different sizes and colours. Many of these feature the Art Nouveau style script GUCCI LIBERTY.