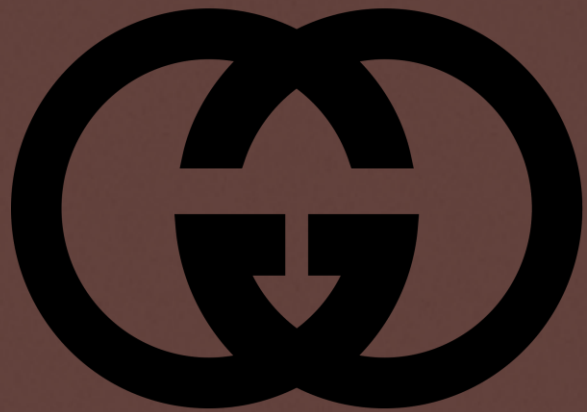
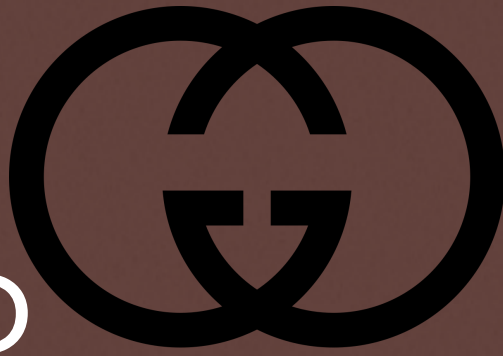


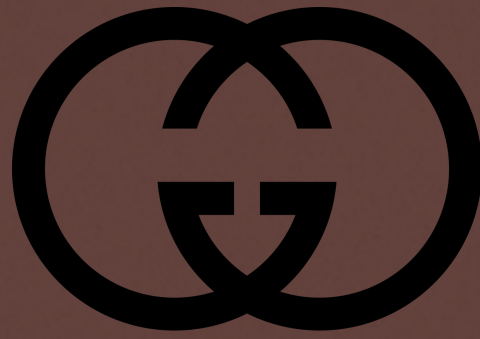
GUCCI
COMPANY





HOW IT STARTED

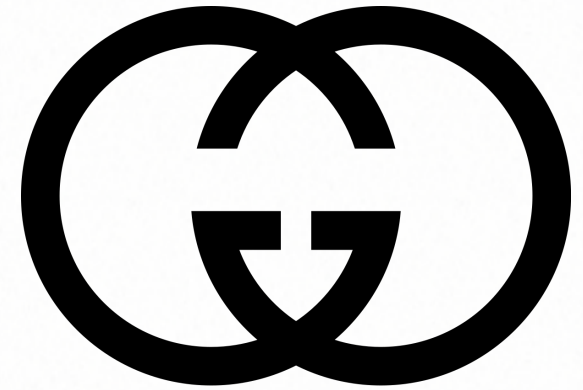
Guccio Giovanbattista Giacinto Dario Maria Gucci (26 March 1881 – 2 January 1953) was an Italian businessman and fashion designer. He is known for being the founder of the fashion house of Gucci. In 1921, he founded the House of Gucci in Florence, as a small family-owned leather shop. He began selling saddles, leather bags and other accessories to horsemen in the 1920s. In 1938, Gucci expanded his business to a second location in Rome, at the insistence of his son Aldo. His one-man business eventually turned into a family business, when his sons joined the company.



- GUCCI is an Italian luxury fashion house based in Florence, Italy. Its product lines include handbags, ready-to-wear, footwear, and accessories, makeup, fragrances, and home decoration.
- Gucci was founded in 1921 by Guccio Gucci in Florence, Tuscany. Under the direction of Aldo Gucci (son of Guccio), Gucci became a worldwide-known brand, an icon of the Italian *Dolce Vita*.
- In 2019, Gucci operated 487 stores for 17,157 employees, and generated €9.628 billion in sales (€8.2 billion in 2018). Marco Bizzarri is CEO of Gucci since December 2014, and Alessandro Michele creative director since January 2015. Gucci is a subsidiary of the French luxury group Kering.

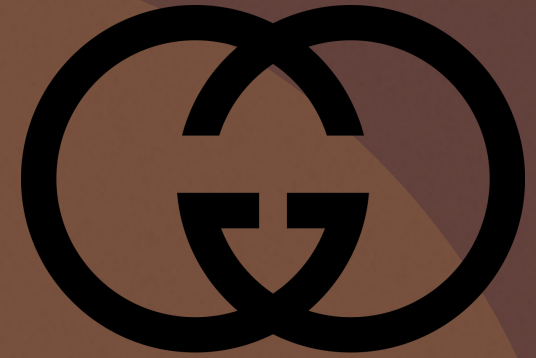
POST WAR *DOLCE VITA*

- After the war, Guccio Gucci distributed the shares of the company to his three sons (Aldo, Vasco, Rodolfo). In 1947, Gucci launched the Bamboo bag. The brand launched its first global tagline, *Quality is remembered long after price is forgotten*. The iconic moccasins (Gucci loafer) were launched in 1952. Guccio Gucci died on 2 January 1953 in Milan. In November 1953, Gucci opened its first US store on 5th Avenue and 58th Street in New York. A second NY shop opened in the Saint Regis Hotel in 1960, and a third on 5th Avenue and 54th Street in 1973, leading the locals to call this NY area "Gucci City."



- In 1961, Gucci opened a store in London and Palm Beach, and launched the Jackie Bag. In March 1963, Gucci opened its first French store near Place Vendôme in Paris. The double-G logo for belt buckles and other accessory decorations was introduced in 1964. The Flora scarf was designed in 1966 by Rodolfo Gucci and Vittorio Accornero for Grace Kelly Princess of Monaco who became a notorious consumer of Gucci products. In October 1968, Gucci opened a store on 347 Rodeo Drive, driving many Hollywood stars to endorse the brand. With the Rodeo Drive opening came the launch of Gucci's first dresses. Gucci's breakthrough in the US led to its global development in Asia (Tokyo opening in 1972, Hong Kong in 1974) and the Middle East. In Brussels, Aldo's son Roberto piloted the first Gucci franchised store. By 1969, Gucci managed 10 shops in the US. 84,000 Gucci moccasins were sold in the US alone that year. The US President John F. Kennedy called Aldo Gucci the "first Italian ambassador to the United States

POST WAR DOLCE VITA



BAMBOO BAG

1980s Gucci's family feud

In 1969, Giorgio, the son of Aldo, had sparked the first family feud by launching *Gucci Boutique* on his own, which was finally reabsorbed by the family group in 1972. During the 1980s, the Gucci saga eroded the family-held top management of the company and fed the press headlines. Paolo Gucci, son of Aldo, tried to launch the brand *Gucci Plus* on his own. Aldo was criticized for developing most of the international business under Gucci America which he owned. In 1982, to ease tensions in the family, the Gucci group was consolidated and became a publicly-traded company, Guccio Gucci SpA. In May 1983, Rodolfo died. His son Maurizio Gucci inherited his father's majority stake in the company and launched a legal war against his uncle Aldo for full control of Gucci (a prosecution led by the city prosecutor Rudolph Giuliani. and with Domenico de Sole representing the Gucci family). Maurizio Gucci took over the company's direction. In 1986, Aldo Gucci, 81, with only 16.7% of Gucci left in his possession, was sentenced to a year in prison for tax evasion (in a prison where Albert Nipon was also an inmate).



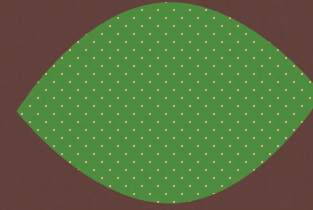
CORPORATE STRUCTURE

- Gucci's holding company Guccio Gucci S.p.A. is based in Florence, Italy, and is a subsidiary of the French luxury group Kering. In 2018, Gucci operated 540 stores for 14,628 employees. The company generated €9.628 billion in revenue (€8.2 billion in 2018), and €3,947 billion in profits (€3.2 billion in 2018).



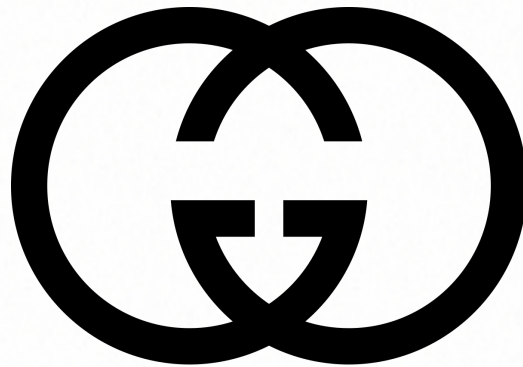
SOCIAL

- In 2008, Gucci launched the Gucci Tribeca Documentary Fund, an \$80,000 fund to finance movies promoting social change and presented at the Tribeca Film Festival. By 2011, the fund grew to \$150,000, including \$50,000 for a newly created Women Documentary Award. In 2011, with the Venice Film Festival, Gucci also launched the 'Gucci Award for Women in Cinema' to underline the impact of women in film-making.
- From 2005 to 2015, Gucci donated \$20 million to UNICEF's Schools for Africa program. Once Chime for Change was created, it became the funding vehicle of the Gucci-UNICEF partnership. Chime for Change was founded in February 2013 by Frida Giannini, Salma Hayek and Beyoncé as a global campaign for the improvement of education, health and justice for women worldwide. In June 2013, Chime for Change organized the Sound of Change Live concert which generated \$4 million to fund 200 projects in 70 countries. In December 2013, Gucci inked a partnership with Twitter and Women Who Code to create the women-focused hackathon Chime Hack.
- Gucci sells a yellow t-shirt that reads "My Body My Choice" and redistributes its proceeds to Chime for Change. In July 2013, activist Lydia Emily was commissioned to paint a mural on Skid Row in Los Angeles of a woman named Jessica, who is a survivor of human trafficking. In January 2019, Chime for Change launched the murals campaign "To Gather Together" promoting gender equality and designed by the artist MP5. In 2020, Gucci launched an "Unconventional Beauty" ad campaign, including a model with Down syndrome.
- During the COVID-19 pandemic, Gucci pledged €2 million to two crowdfunding campaigns, the first to support the Italian Civil Protection Department, and the second for the COVID-19 Solidarity Response Fund.



- In 2015, Gucci launched its own Environment, profit and loss initiative. In October 2017, Gucci announced it would ban furs from its stores in 2018. In June 2018, the brand launched 'Equilibrium', its platform to communicate on its social and environmental efforts and progress. In September 2019, Marco Bizzarri announced Gucci's intention to go entirely carbon neutral. In 2020, Gucci joined the UNDP-led Lion's Share Fund to support wildlife conservation.

In November 2019, filmmaker Ridley Scott announced *House of Gucci*, a movie about the Gucci dynasty with Lady Gaga playing Patrizia Reggiani and Adam Driver playing Maurizio Gucci. *House of Gucci* had its world premiere at the Odeon Luxe Leicester Square in London on November 9, 2021. Scott initially announced this plan in 2007. In 2000, Martin Scorsese had also announced plans to make a movie about the Gucci family



It should be noted that localisation within luxury houses and fashion industries happens through artistic inclusivity. Involving cultures, taste preferences and trends in Fashion (imparting messages of gender inclusivity) — within a collection on diversified people is what makes Gucci stand out in comparison to seasonal collection launches of other brands.

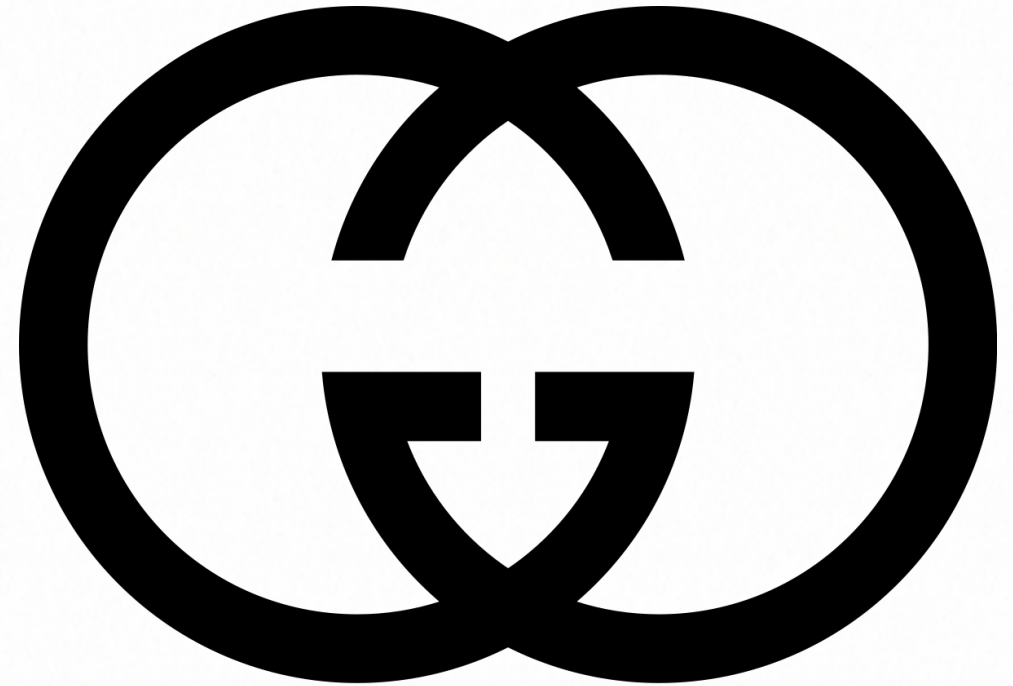
Gucci's strategy to be the hottest brand is to promote inclusivity: appealing to everyone, rather than a specific gender. To that end, the Italian luxury house offers its customers more ready-to-wear to best capitalize on fashion trends.

This tactic isn't without risk. Companies risk cheapening the brand's integrity, which could make consumers less likely to purchase staple items. That was the risk Gucci's strategy took over the past five years — and it paid off.

Fashion is about style, self-expression, and — as Jean-Noel Kapferer said — “Fashion is the aphrodisiac of consumption.”
Gucci is not going to stop us from wanting more.

BIBLIOGRAPHY

- *Forde, Sara G. (2001). The House of Gucci: A Sensational Story of Murder, Madness, Glamour, and Greed. Custom House.*
- *Gucci, Patricia (2016). In the Name of Gucci: A Memoir. Crown Archetype.*
- *Gucci, Jenny (2008). Gucci Wars: How I Survived Murder and Intrigue at the Heart of the World's Biggest Fashion House. John Blake.*



UNIVERSITY OF
WALES TRINITY SAINT
DAVID(LONDON)
* PROGRAMME : BA
BUSINESS
MANAGEMENT
*MODULE CODE :
LCBB4004
*ASSIGNMENT TITLE :
BLOGGING TO
COMMUNICATE
*COORDINATOR :
MOHAMMAD RAHMAN
*STUDENT NUMBER
2115777
*NAME : MARIA NITA
*GROUP : BABM L4
*EMAIL :
2115777@student.uwtsd.a
c.uk