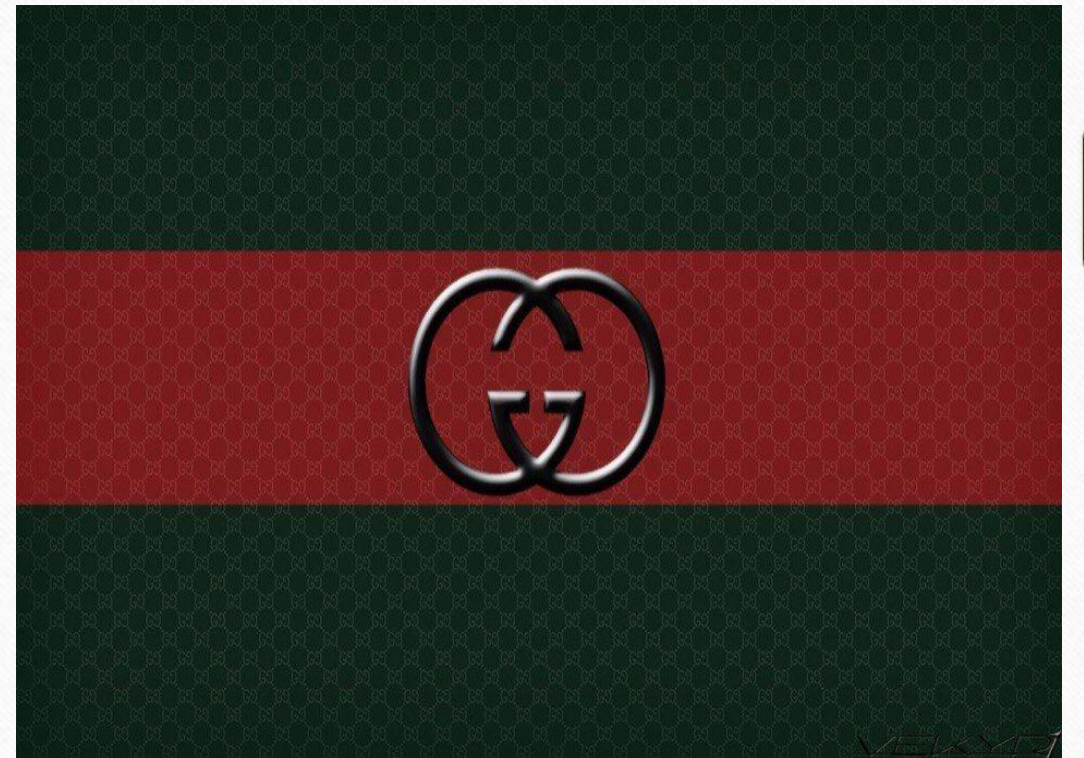




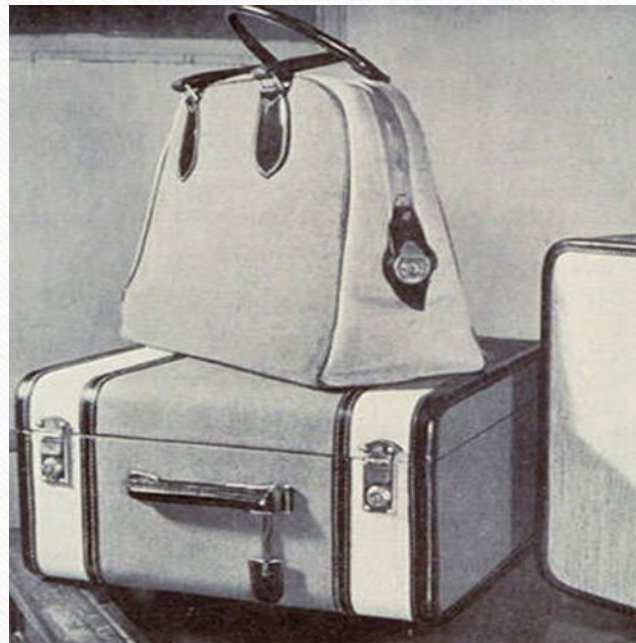
GUCCI



Gucci is an Italian luxury brand of fashion and leather goods, part of the Gucci Group, which is owned by the French holding company Kering. Gucci was founded by **Guccio Gucci** in Florence in 1921.



Guccio Gucci was born March 26, 1891 in Florence, Italy, in the family of a simple artisan. In the early 1900's the young man left his native country and for several years lived in England. In London, **Gucci** gets a job at the hotel "Savoy", where he acts as a porter, lifter and waiter. An incredible impression on the boy was made by suitcases and bags of wealthy guests. In 1921 **Guccio Gucci** returned to Italy to use his own production of genuine leather. A year later, the first **Gucci** store opens in Florence, which sells horse harness, jockey clothes, suitcases and bags. All products are made of high quality leather. Quite quickly, the house of **Gucci** became popular among riders. Thanks to this, the name of **Gucci** becomes known throughout Europe.



The children of **Guccio Gucci** are beginning to take an active part in the company's work *since the mid-1920s*. The eldest son of Aldo becomes the chief assistant of the father. In total, **Gucci** had six children.

In 1933, Aldo comes up with a brand name from two intertwined letters GG, which symbolizes the name of **Guccio Gucci**.

In 1937, the workshop turns into a small factory, after which the production of ladies' bags, suitcases and gloves begins.

In 1938 in Rome, on the prestigious **Via Condotti**, the first boutique of **Gucci** opens.



During the Second World War the **Gucci House** continued its work, however, due to general economic decline and lack of funds, moved to the production of products from hemp, flax and jute.

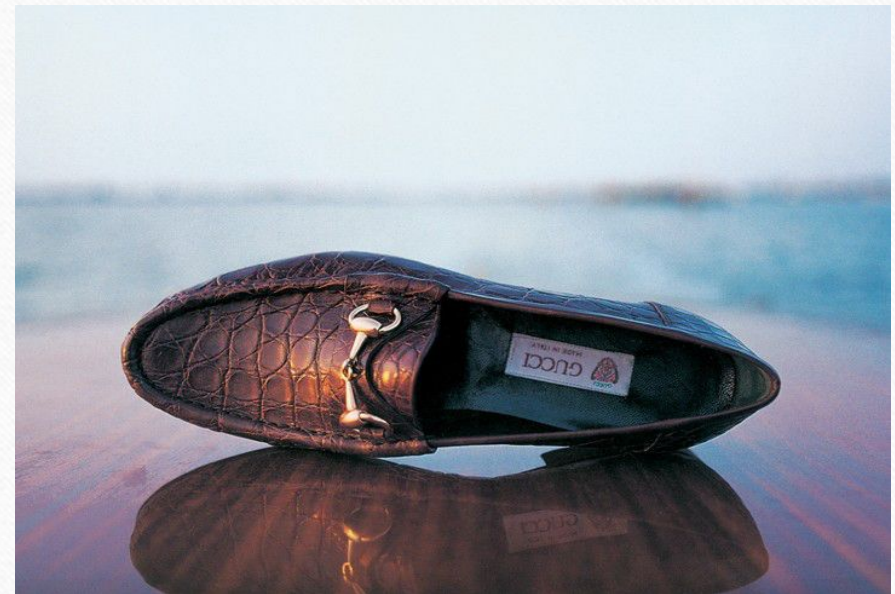
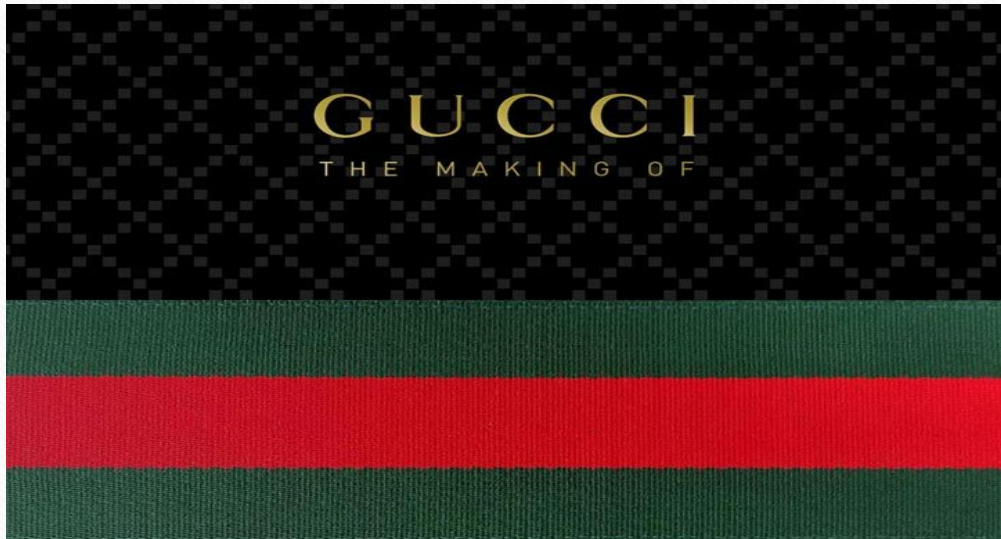
In 1947, the iconic Bamboo Bag was created, which became the symbol of the house of **Gucci**. An unusual bag with a bamboo handle was made in the form of a saddle. Many celebrities chose this particular model.



By the middle of the 20th century, **Aldo Gucci** significantly expanded the range of the brand, adding it with silk scarves, ties, and later with hours. In addition, it is the eldest son of **Guccio Gucci** who owns the idea of conquering the American market. *During the 1940s*, the brand actively distributes its products in the **United States**, and already *in 1953 in New York* on the legendary **Fifth Avenue** opens the first boutique **Gucci**. In the same year **Guccio Gucci** dies.

After the death of **Guccio Gucci** in the division of the inheritance there was a great scandal. The **Gucci** children could not share capital and company. As a result of lengthy proceedings, exactly one-half of the shares went to senior Aldo, who headed the firm. Despite this, litigation between relatives continued for several more years, and all costs were paid for by assets of **Aldo Gucci**.

In the 1950s, the branded striped **Gucci** braid appeared, the prototype of which was the saddle girth, as well as the famous moccasins with metal elements.



In the 1960s and 1970s, **Gucci** was rapidly expanding and expanding. Women's clothing lines, perfumes and fur products were launched. In the same period, many boutiques are opened *in Italy, France, England, Japan and Korea*. Products **Gucci** has become very popular with Hollywood celebrities. The fans of the brand were Elizabeth Taylor, Ingrid Bergman, Grace Kelly, Peter Sellerstee and many others.

In the legendary film "Roman Holiday", the main character **Audrey Hepburn** appeared in the brand silk scarf from **Gucci**, and also danced in moccasins from a fashion house.

Actress **Grace Kelly** for a long time was the face of **Gucci**. At the wedding of **Grace Kelly** and the Prince of Monaco Rainier III, each of the guests received a **Gucci** scarf as a present.

In 1981, the first full-fledged display of the **Gucci** women's collection was held in Florence.



The crisis of Gucci

In 1983, after the death of Rodolfo Gucci, his shares passed to his son, Maurizio, by inheritance. Later, Maurizio was accused of forging a will and sentenced to a year in prison. To avoid punishment, he left the country, which he could return only after the intervention of Aldo Gucci, who proved the innocence of his nephew.

In 1986, Aldo Gucci was accused of non-payment of taxes to the US government. The son of Aldo-Paolo provided evidence of guilt to the court. As a result, Aldo Gucci was found guilty and sent to an American prison.

After the arrest of Aldo, the management of the company completely passed into the hands of Maurizio Gucci. Maurizio almost completely destroyed the reputation of Gucci. A licensing program was developed, as a result of which hundreds of small firms, including Asian ones, received the right to produce products with the brand logo of the brand.



On the shelves of shops appeared low-quality goods, decorated with the **Gucci** badge. *By the end of the 1980s*, wearing things with the brand logo was considered a bad form.



In 1987, the investment company Investcorp began to buy shares of the house **Gucci**. *In 1993*, **Maurizio**, who brought the company to almost complete ruin, sells its stake to Investcorp. Since then, the house of **Gucci** no longer belongs to the family of its founder. *In 1995*, **Maurizio Gucci** was shot near his Milan office. Guilty of his death was recognized ex-wife Patricia Reggiani.

The new owners of the company decided to revive the former glory of the legendary **Gucci** house and restore the reputation of its customers. One of the most important steps on the way to this was the invitation of **Tom Ford** to the post of creative director. *In 1994*, an American designer took the lead at **Gucci**, and from this moment a new stage in the history of **Gucci** begins.

The first collection, created by **Tom Ford** for **Gucci**, made a real sensation. For her *in 1996*, Ford was awarded the title of "Best Designer of the Year by the Council of Fashion Designers of America". *In the second half of the 1990s*, **Gucci** became one of the most popular brands, and *in 1999* it was included in the Guinness Book of Records in the category "The Fastest Rise of the Fashion House".

In the same year, **Gucci Group** acquired a number of companies, including the shoe brand Sergio Rossi and the French jewelry company Boucheron.



After the departure of Tom Ford, Gucci's new chief designer was appointed his assistant and student **Alessandra Fakkini**, who had 7 years of experience in a similar position in Miu Miu.



Another disciple of Ford - **Frida Giannini** - took under her leadership the creation of collections of accessories.

*In 2006, **Alessandra Fakkini**, having released only two collections, left Gucci because of serious disagreements with the company's management. Her place is occupied by **Frida Giannini**, after which a new stage in the history of Gucci begins. Giannini attracted a huge number of customers, including celebrities, who again became devoted fans of a fashion house.*

By 2015, the new creative director was **Alessandro Michele**



In late 2015, the face of the male brand collections became the famous actor **Jared Leto**.

Charity

The fashion house Gucci is the founder of the charitable project "Chime for Change", the main purpose of which is to help women in various spheres of their life: in the fight against domestic violence, with health problems, assistance in obtaining education. Also the founders of the project and its active participants are the singer **Beyonce** and the actress **Salma Hayek**. In 2013, **Miroslava Duma** was elected ambassador of the charity project Gucci Chime for Change in Russia.

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**Thank you
for your attention!**