

MGIMO MID RUSSIA FEDERATION

GUCCI

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# Who Founded Gucci? When Was Gucci Founded?

Guccio Gucci founded the Gucci brand in Florence, Italy in 1920. He opened the first Gucci shop and became renowned for his high-quality leather goods and fine craftsmanship. In 1953, Guccio Gucci passed away and his four sons joined the company.

His life prior to creating the brand was very fascinating. He left Italy in 1893 to travel to Paris and London. On his way to return to Florence, he began selling saddles and saddlebags. However, due to the rise in automobiles, he branched out into other accessories to grow with the market. When it was time to found his own leather goods company, they featured inspiration from London and local craftsmanship from Tuscan artisans.



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Consequently, his reputation grew quickly. International clients visited the store in Florence to buy bags, trunks, gloves, shoes and belts. With a demand for riding gear, he created the Horsebit icon. Ten years' later, he created the loafer shoe and the business ended up expanding to Rome.

With a lack of supplies, Guccio Gucci experimented with hemp, linen and jute. The creation of the Bamboo Bag was inspired by a saddle's shape and became one of the brand's popular creations. Towards the fifties, he saw inspiration for the green red green web stripe which came from a traditional saddle girth.

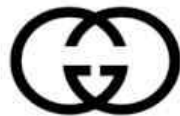
The family continued fighting and working hard for the company's success, despite disputes over inheritance and daily operations. Towards the sixties, Gucci's products became renowned for their unique designs. Liz Taylor, Grace Kelly, Jackie Kennedy and Peter Sellers are just a handful of iconic stars who sported Gucci accessories. From scarfs to bags, the brand quickly became recognized for setting a high standard in the fashion industry.

# History of the GUCCI Logo

In 1933, Guccio Gucci's son, Aldo Gucci joined the family business. Up until this point the company had operated without any sort of official logo, however, Aldo set out to change that. In designing a logo for the brand, Aldo combined the initials of his father into a double-G design. So as to leave no confusion about the namesake of the logo, the Gucci logo is most often seen with the name of the company spelled out above it.

Over the years, this double-G logo grew to become recognizable across the world. Products stamped with the Gucci logo were coveted everywhere, and scam artists looking to make a quick buck worked hard to imitate the logo on their own, replica products. Today, the Gucci logo is still immediately recognizable by anyone with a taste for luxury fashion.

**GUCCI**



Thank you for listening