

GUCCI



Gucci (Russ. Gucci) Russ. Gucci)) - Italian brand, specializing in the creation of clothing, luxury shoes and accessories. Also produces decorative collections cosmetics and perfumery. Founded in 1921 year, Guccio Gucci. At the moment is the French conglomerate Kering (until 2013 PPR Group). Is until 2013 PPR Group). Is a regular participant in the Milan design week fashions.

The history of the brand



Guccio Gucci.

Guccio Gucci was born on March 26, 1891 years in Florence, Italy, in a simple craftsman's family. In early 1900s young man left his native country and for several years he has been living in Britain. In London Gucci gets a job at the hotel "Savoy", where he performs the duties of a porter, Elevator operator and the waiter. Incredible impression on a young boy produced the bags of the rich guests'. In 1921 Guccio Gucci returns to Italy, to start your own manufacture of articles of genuine leather.



A year later, the first Gucci store opens in Florence, where sold horse harness, clothing for jockeys, suitcases and bags. That's all the products are made of high quality leather. Pretty quickly house Gucci has gained popularity among riders who are increasingly chose the outfit of the brand to participate in the competition. Through this name Gucci becomes known throughout Europe.

As they grow up, around the mid-1920s, the children of Guccio Gucci they begin to take an active part in the work of the company. Main assistant of his father is the eldest son Aldo. Guccio had 6 children in total.

In 1933, Aldo comes up with a brand name of two intertwined between the letters GG, which symbolizes the name Guccio Gucci. In 1937, the Studio converted into a small factory, after which the production of handbags, suitcases and gloves begins.

In 1938 in Rome on the prestigious Via Condotti street opened the first



During the Second World War house Gucci continued their jobs, however, because of common economic the decline and lack funds transferred to production hemp products, flax and jute. In 1947 was created cult Bamboo Bag, which became the symbol of Gucci. Unusual bag with bamboo handle was performed in the shape of the saddle. Many celebrities chose this one model.



By the mid-twentieth century, Aldo Gucci significantly expand the range of the brand, adding his silk scarves., ties, and later hours. In addition, it is the senior Gucci's son belongs to the idea of conquering the American market's. During the 1940s, the brand actively distributes its goods in the United States, and already in 1953 in new York on legendary Fifth Avenue the first Gucci boutique opens. In the same year, Guccio Gucci dies.



Gucci: after the death of Guccio Gucci

After the death of Guccio Gucci under section inheritance broke a big scandal, which spilled over into years of litigation. lawsuits. Gucci kids couldn't share remaining capital and company: as a result long proceedings exactly half shares went to the eldest Aldo, who and headed the firm. Despite this, the court litigation between relatives continued for a few more years, and all the costs paid for by Aldo Gucci's assets.

In the 1960-1970-ies the company Gucci rapidly develops and expands. The company has also released women's clothing, perfumery and their products fur skins. In the same period discover numerous boutiques in Italy, France, England, Japan and Korea. The products of Gucci have become enjoy the huge popular with Hollywood celebrity. Fans of the brand were Elizabeth Taylor, Ingrid Bergman, Grace Kelly, Peter Sellersthe and many other.



In the legendary film "Roman holidays" performer starring Audrey Hepburn appeared in branded silk the scarf is from Gucci and is also danced in moccasins from the fashion house. US first lady Jacqueline Kennedy often appeared in public with small Gucci handbag through shoulder. Subsequently, this model it was named after her – "Jackie O".

Actress grace Kelly during long time was the face of Gucci. At grace Kelly's wedding and Prince of Monaco Rainier III each of present guests received in gift scarf Gucci, and most the company was given the status official supplier the Royal court of the European principalities.



**THANK YOU
FOR YOUR
ATTENTION**