



GUCCI

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Gucci trend book

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CONTENT

- Gucci Bio & Mission Statement
- PEST analysis
- Gucci's current trends
- Logomania
- Sequins
- Joyful nature
- Equestrian
- SS2023 Trend
- Regency Romance
- Maximalism
- Backward
- Inclusive outdoor
- Diffusion curve
- Target consumers
- Conclusion
- References





Bio

Italian brand founded by Guccio Gucci in 1921 that started as a luggage, trip and equestrian goods brand for wealthy classes. It started by producing shoes and handbags in terms of using leather, knitwear, silk.

The label of this brand consisting of two green stripes mixed by a single red bar.

After 1950 this brand's leadership continued by Aldo, Vasco and Rodolfo who were owner's sons. And Aldo named this brand by utilizing two G to reference to the initials of Guccio Gucci himself. Now Alessandro Michele the Roman designer, is a creative director of the brand of Gucci who worked with Fendi brand for a long time.



Pest Analysis

Political:

Gucci is a multinational brand, so the political consequences must be considered by all countries, such as India and China, which have volatile and complex political factors. They can affect the brand's profit and increase its costs.

Economic

This brand has had a significant impact on the economy in increasing profits in the domestic production of luxury goods. In addition, another factor that plays an important role in the profitability of this company is the rate of exchange rate volatility and stability. Because fluctuating currencies worry investors.

Social

The loyal audience of this luxury brand is from the affluent class; thus, the products it offers should be special and made of leather, fur and pricy fabrics since it keeps the customer loyal. The company must know its employees and customers and have specialized retrieval, and also its main goal is to improve the lives and stories of communities. Such as the protection of women's rights, children's health and the art.

Technological

Advances in innovation can retain and increase loyal customers. The brand, for example, has used innovation in production and logistics in the company environment.

Additionally, the brand uses marketing and advertising of its products in virtual networks such as Youtube, Facebook, Twitter, Snapchat, Pinterest and Instagram, to increase its revenue.



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Current Trends

Logomania

A trend of 80's and it is the most ubiquitous print trends

"Society's relationship with the power and promise of the fashion logo." (Mary Stringham)

Coco Chanel change her brand by putting her name directly onto her clothes. With two interlocking "Cs" the iconic designer created a lasting insignia as same as Claude Monet's name scrawled on the corner of his famous Water Lilies. The brand logo has acted as a symbol of status and belonging for generations of consumers.



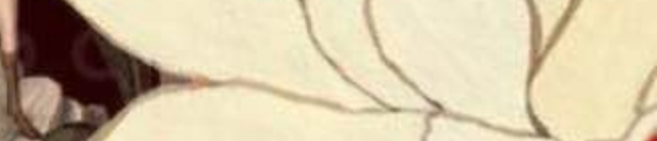
Cultural

The origin of the fashion logo stemmed from the Greek "logos" meaning "word," "reason" or "plan." Additionally, brand logo attempts to visually signal a company's identity and values.



Color palette:

Fabrics:



Kayaking

Dusty Rose

Terracotta

Monk's robe

Cream Gold

Scarlet Ibis

Sequins

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This trend includes glimmer and shine in sequined dresses, oversized jackets, and coats. Sewing precious metals and coins stems from the word "sequin" have always referenced wealth and the Arabic word sikka means "coin" or "minting die." gold coins produced in Venice were known as zecchino. Sequined clothing displays of wealth in Egypt, India and Peru and, for their glaring sheen, they were meant to ward off evil spirits.

Cultural

"These fashionable items of dress were popular in the first quarter of the 17th century for women of court, the nobility and those who had achieved a certain level of wealth." (Victoria museum website)

Fabrics:



Color palette:



19-4042 TCX Set Sail	15-1263 TCX Autumn Glory	17-4647 TCX Dubarry	14-1998 TCX Mint
18-0903 TCX Dark Gull Gray	16-2929 TCX Purple Wine	13-0739 TCX Cream Gold	12-0817 TCX Apricot Gelato
19-2924 TCX Hollyhock	18-4180 TCX French Blue	16-0233 TCX Meadow Green	13-0752 TCX Lemon





Coats and dresses with texture of leaves, flowers and nature from silhouettes to embroidery, crocheting, floral appliqués and printed texture. It is from rareprint of plants to extra large blooms and tropical themed botanicals.

Flowers are symbol of beauty, woman and irrespective of age floral texture originated in the East.

Alice in Wonderland, American Beauty, Beauty, the Beast Flowers In A Vase, Jan Brueghel the Elder and Flowersmith are floral pop culture styles.

Flowers such as, white roses being painted red, fields of beautiful living creatures.

Color palette:



Equestrian

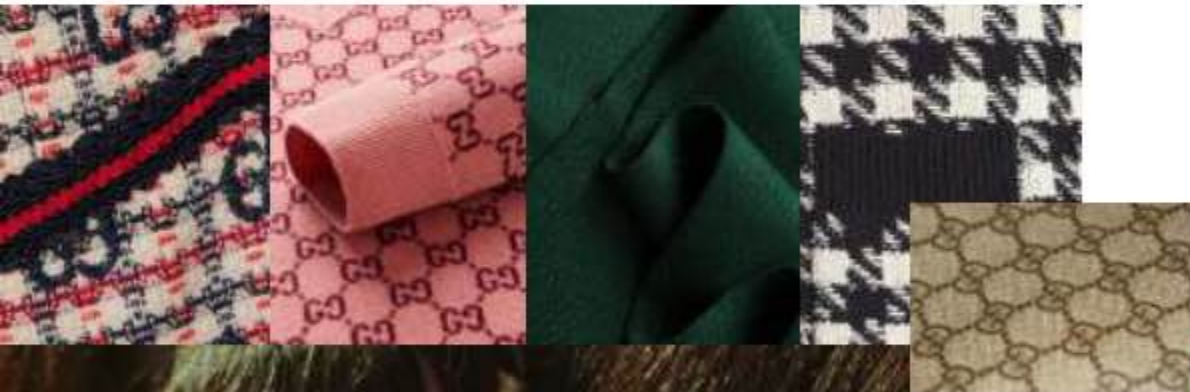
This cultural trend can either opt for a more feminine look using midi skirts, silk romantic white blouses, leather vests or go for a stronger look, borrowed from the menswear introducing breeches or tight leather pants, hacking jacket, and a polo. Leather boots, a hacking jacket and a saddle bag. For instance, Michael Kors, Max Mara, Tory Burch, Massimo Dutti, Hermes, Ralph Lauren and Holland Cooper.

Alessandro Michele to commemorate work of the founder of the house, Guccio Gucci, has designed a concept similar to the brand's previous products, which specializes in leather goods to support the equestrian community.

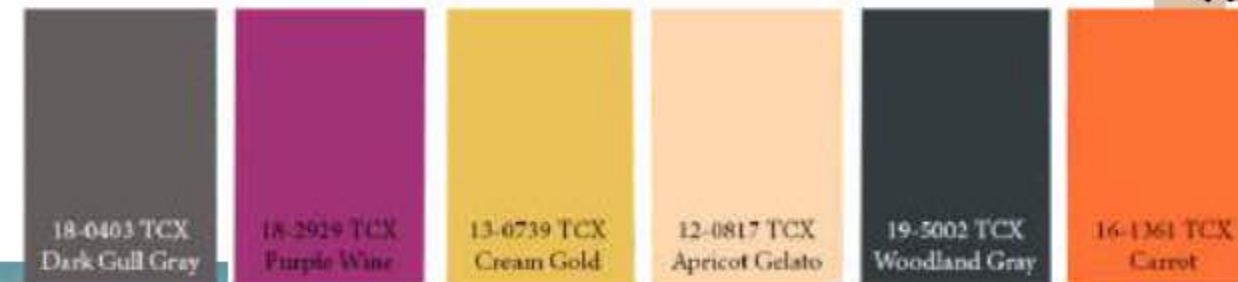
Details: This collection including two-tone riding boots, a Savoy Club helmet atop the models heads, a riding crop as the ultimate accessory.

Cultural Cowboy style, horse riders and luxury classic style

Fabrics:



Color palette



Trend research Spring-Summer 2023

1. Regency Romance

Digital appealing bright pastels. Trend of playful texture with rubberised and knitted finishes and zero waste technique. Antique textiles with satin. Butterflies and sculptural details are key motifs.

Cultural:

Fairycore- Bridgerton series subculture and youth drops.

Fabric:



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Color palette:

Candy tone

Digital Lavender

Wild rose

Apple mint



2. Maximalism

Maximalism is a term in the plastic arts maximalism is a direct reaction to the minimalism counter movement.

This trend can be created by mixing graphic designs that provide visual content.

Brave colors

Texture and patterns

Embellishments

Motif

Balance

Cultural:

This trend stems from style of camping fishing and hiking gear.

Brands like Prada, Stella Mc.cartney, Gucci, Maison Margiela and Gucci. Subculture of artists, illustrators and designers.

Farbric



Color palette

16-4121 TCX
Blissful Blue

14-0745 TCX
Incuberry

18-4833 TCX
Kayaking

19-3325 TCX
Wood Violet

17-1361 TCX
Scarlet Bis

17-5421 TCX
Porcelain Green



3. Backward

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This trend has a surreal/dada theme. It relies on appropriation and re-interpretation.
styles of this trend:

- A Robin Hood coat
- Flower pants and a cropped neoprene top
- A wrap-around animal pattern
- A lace cape
- A fringe kimono
- Greige tights
- A neon plastic scort
- Backward shoes
- Boot shaped hats
- Backward eye glasses
- Retro dress over flared denim
- Blue pyjama pants
- Top over dress

Cultural

90's fashion trend

Fabric:



Colors:



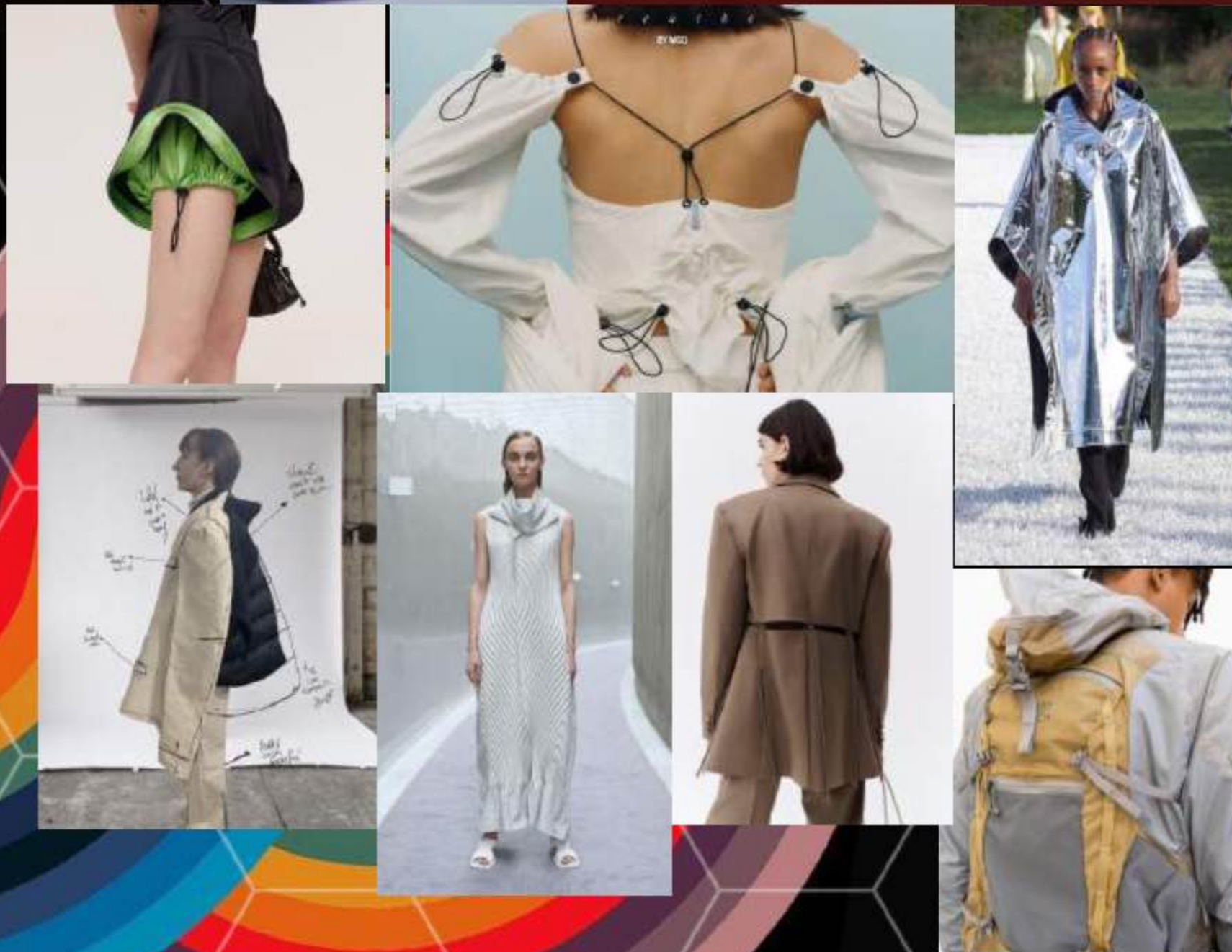


4. Inclusive outdoors

This trend refers to the nature and outdoor activities have universal appeal. Invest in fit and sizing strategies and elevated textiles that are climate-adaptive. functional details (concealed pockets, trims, and clip on utility accessories and unexpected design features, pushing performance-wear towards a playful aesthetic.

Cultural

Camping style, outdoor style and adventure as Japanese subculture



Colors

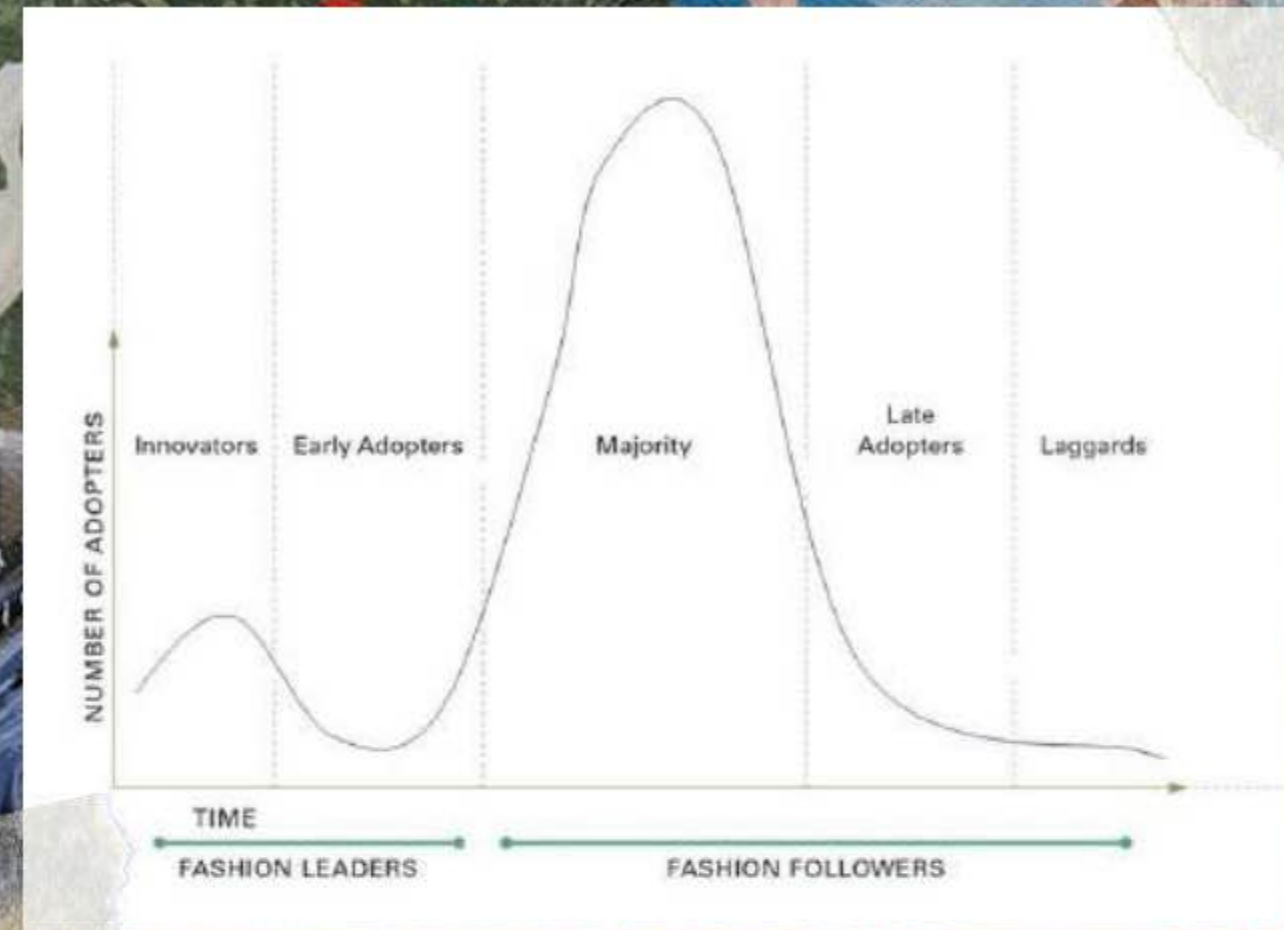
2023	
16-1438 TCX Moorhat	13-1405 TCX Shell
19-3847 TCX Deep Blue	16-6340 TCX Classic Green
17-1361 TCX Scarlet Ibis	17-5421 TCX Parsian Green
19-4008 TCX Meteorite	12-4306 TCX Barely Blue

Fabrics

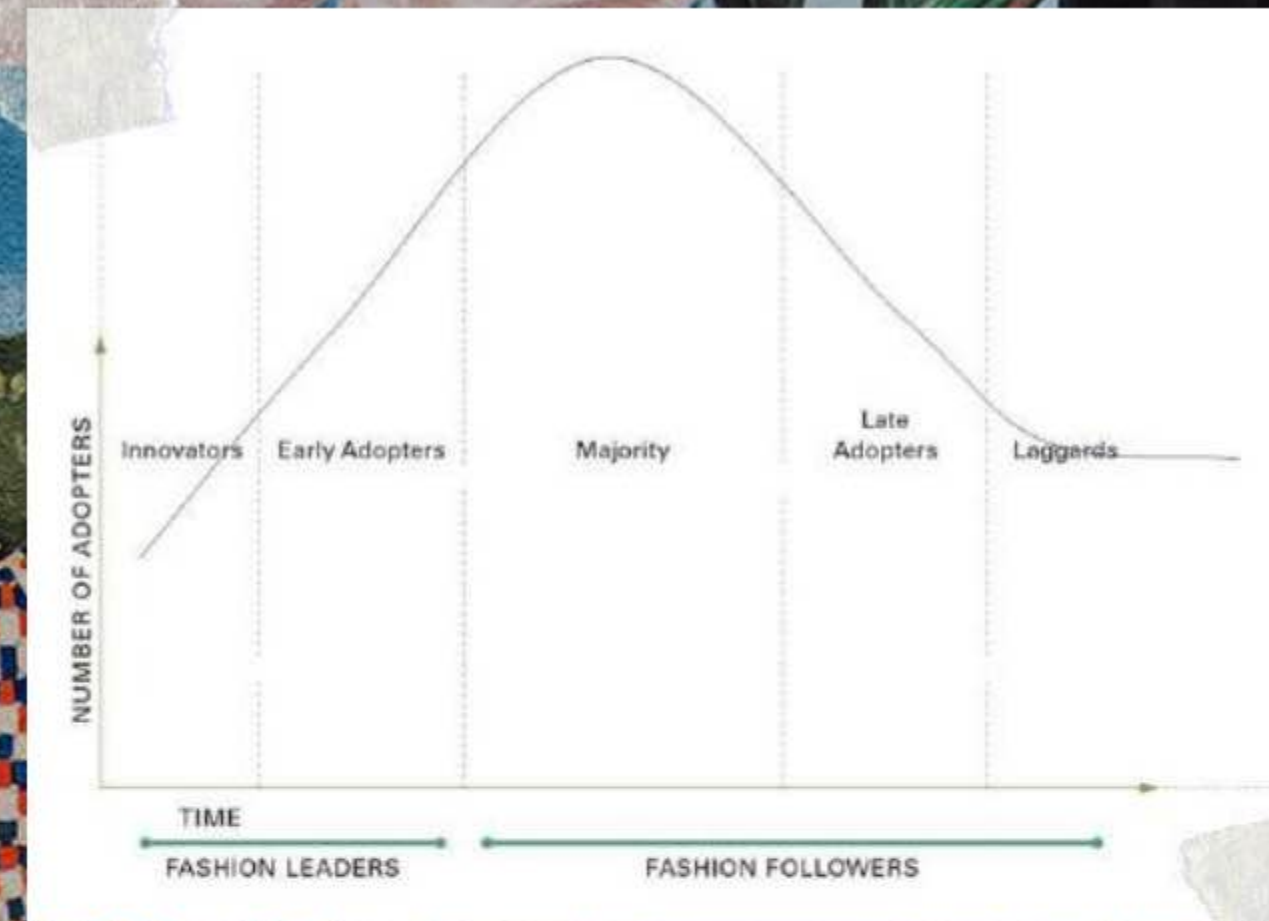


Diffusion curve of trends CS2023

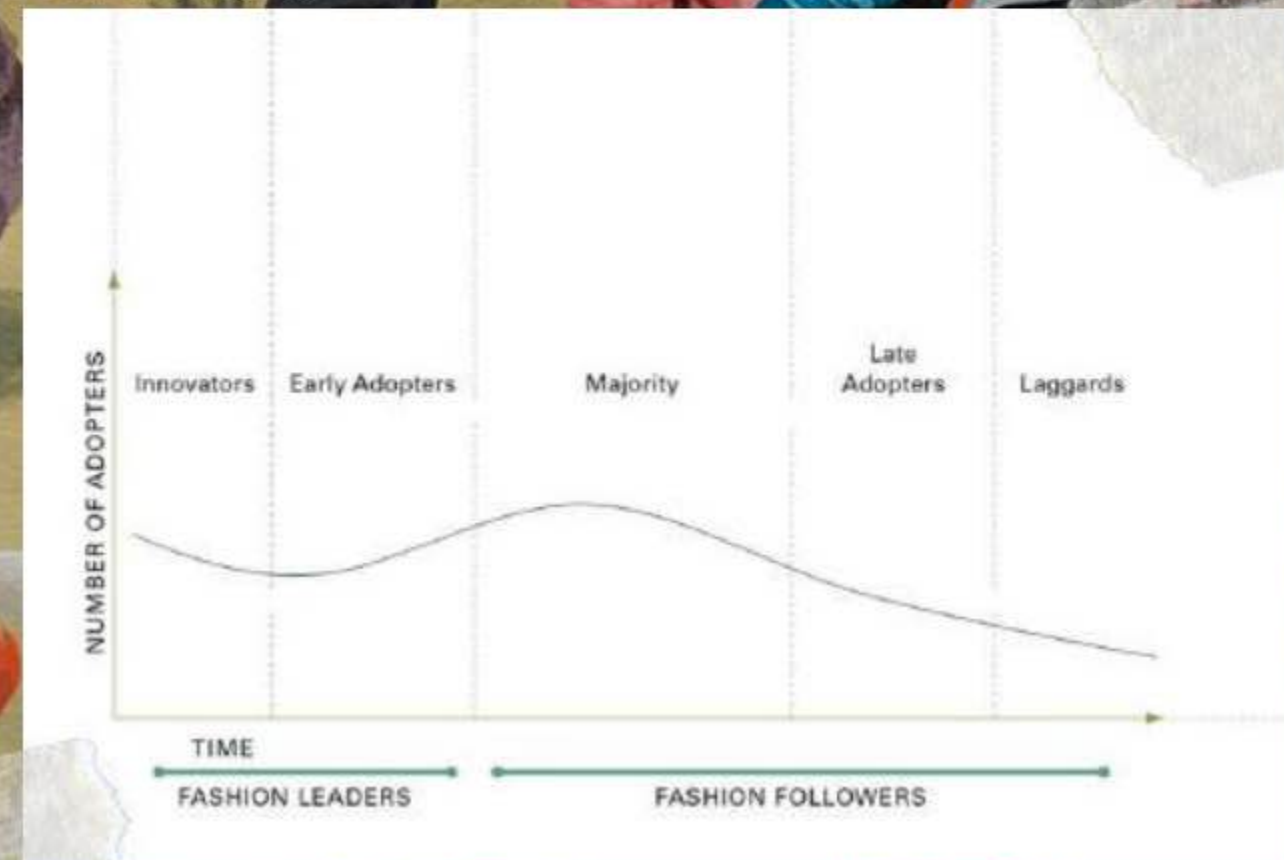
Regency Romance



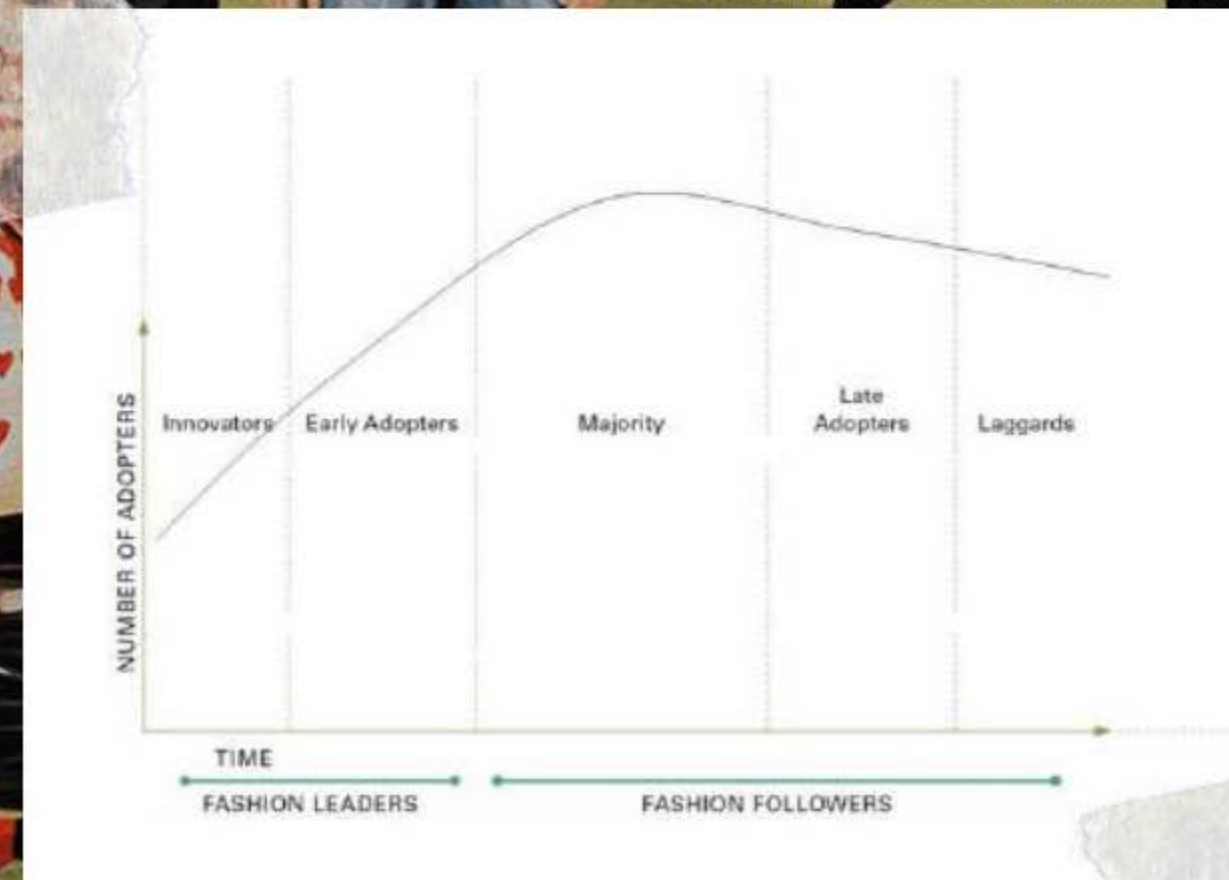
Maximalism



Backward



Inclusive outdoors



Target consumers



FEMALE

Demographics

- 27 years old
- Income 120k per year
- American
- Artist
- living in an artistic atmosphere

Psychographics

Art and design and music | Fashion and beauty | self esteem | wellness | Adventure

Painting, designing, photography, horse riding, conference, Following fashion, Cooking different recipes, Networking events, Attending art events.

She claims that she is has a unique personality, her beauty and outfit depicts her character, she is mature and fun person, she can not trust all influencers, she prefers inperson shopping rather than online, she excited about fashion and new trends.

Identifier

She is not just one thing, she is complex and multi-faceted. She surrounding herself with the things that she love and following houte couture.

Conclusion

I cleave to conviction that, after the last two years, we have all realized that the future can no longer be as easily predicted as in the past, which in itself has both positive and negative aspects. Fortunately, we have learned after this sudden experience that we are always a few steps ahead of events, especially in the fashion world. No one can say for sure exactly what the next trend will be. Perhaps this is why all designers and brands are given freedom of speech and variety of style.



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