[PDF] GUCCI: The Making Of

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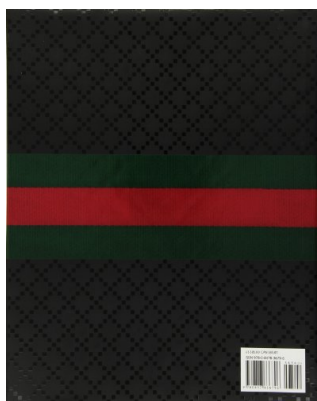
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Description:

An unprecedented publication showcasing Gucci as never before, including thought-provoking essays, commentaries, and authoritative anecdotes along with previously unpublished contemporary and archival photographs. Published in conjunction with the opening of the new Gucci Museum in Florence, Gucci is the ultimate celebration of the world-renowned fashion house. Told through a loose grouping of words, concepts, shapes, and moods, the book tells its story through new conceptual forms and the free links between images, symbols, and objects. Edited by Gucci Creative Director Frida Giannini, with essays and inserts by contributors including Katie Grand, Peter Arnell, Rula Jebreal, Christopher Breward and Stefano Micelli, *Gucci: The Making Of* is a dynamic record of a much-coveted brand that will be a must this season for anyone with a love of fashion and an

interest in contemporary culture. This comprehensive volume showcases the genius of the fashion house through an exclusive lens with inside looks into the inspirations behind the design.

This gorgeous book designed by Arnell offers an in-depth look into Gucci's origins, identity, influence, and innovation, including fabrication methods and appropriation of signature materials, past and present, and its influence among high society and Hollywood. The book is a heartfelt and personalized tribute to the heritage and influence of this iconic, multifaceted brand.

In recognition of its ongoing partnership with UNICEF and the release of this luxury edition, Gucci will make a donation of US $250,000 to support UNICEF's Schools for Africa initiative.

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