



GUCCI:

OPENING

THE VAULT

GUCCI
PODCAST

THE
NORTH
FACE
GUCCI

XBOX

PERGUCCI

GUCCI: Opening the Vault



ONE
Research



TWO
Action Planning



THREE
Communication



FOUR
Evaluation

RESEARCH

- **GUCCI IS AN ITALIAN FASHION HOUSE, FOUNDED IN 1921 BY GUCCIO GUCCI.**
- **STARTED IN LEATHER GOODS AND LUGGAGE.**
 - **ORIGINAL FOCUS ON BAGS.**
 - **LATER EXPANDED INTO OTHER SECTORS.**
- **BOUGHT BY THE KERING GROUP IN 1999 FOR \$3 BILLION.**
 - **ONE OF THE LOWEST EARNERS OF THE PARENT COMPANY UNTIL ALESSANDRO MICHELE**
- **ONE OF THE MOST SUCCESSFUL MANUFACTURERS OF HIGH-END LEATHER GOODS, CLOTHING, AND OTHER FASHION PRODUCTS.**
- **THEY ARE POSITIONED IN THE LUXURY FASHION INDUSTRY,**
 - **THEY ARE COMPETING AMONG THE LIKES OF CHANEL, LOUIS VUITTON, SAINT LAURENT, ETC.**
- **"QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN."**
 - **"BE THE VOICE OF SELF-EXPRESSION."**

STRENGTHS

- ESTABLISHED FASHION HOUSE
- LOYAL / CULT FOLLOWING
- ABILITY TO STAY RELEVANT OVER THE COURSE OF 100 YEARS
- STRONG BRAND IMAGE
- LARGE PRODUCT PORTFOLIO
- REPUTABLE BRAND PARTNERSHIPS
-

WEAKNESS

- LARGE SPENDING BUDGET IN ORDER TO MAINTAIN THE IMAGE AND ENVIRONMENTAL SUSTAINABILITY PROMISE
- LOSS OF SALES DUE TO IMITATIONS / FAKES
- SOME COLLECTIONS HAVE NOT BEEN AS SUCCESSFUL UNDER CERTAIN CREATIVE DIRECTORS AS OTHERS

OPPORTUNITIES

- TARGET YOUTH SECTOR WITH UPDATED MARKETING / COMMUNICATION TACTICS
- ESTABLISHED NAME ALLOWS FOR PARTNERSHIPS / COLLABORATIONS WITH NEW BUSINESS SECTORS (XBOX, METAVERSE, ETC.)

THREATS

- IN AN EXTREMELY COMPETITIVE SECTOR OF THE MARKET
- INFLATION, PANDEMIC AFTERMATH, ETC. MIGHT AFFECT THE VIEW OF HIGH-END PRICE POINT
- INVESTING IN TOO MANY SECTORS MAY CAUSE BRAND VISION TO BE LOST



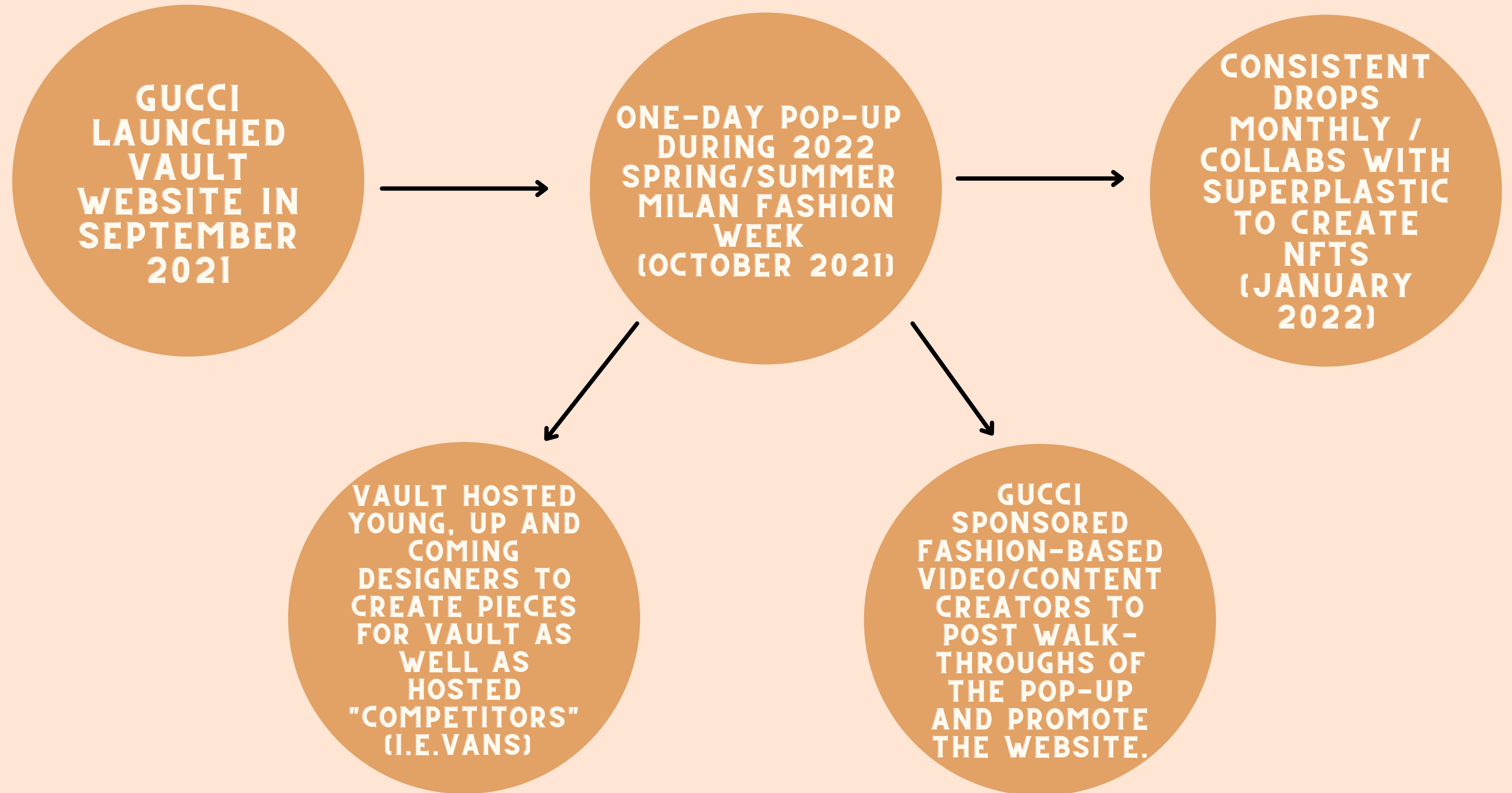
VAULT

GUCCI

ACTION PLANNING

- **GUCCI VAULT: OPENING THE ARCHIVES TO RECREATE/REPOSITION SOME OF GUCCI'S MOST ICONIC PIECES INTO THE FASHION WORLD OF TODAY, WHILE INCORPORATING THE VISIONS OF UP-AND-COMING DESIGNERS TODAY**
- **ONE DAY POP-UP IN MILAN DURING SPRING/SUMMER 2022 FASHION WEEK (FALL 2021)**
- **KEY AUDIENCE: MIDDLE-AGED*, HIGH INCOME,* HIGH-STATUS INDIVIDUALS***
- **GUCCI HAS BEEN MARKETING ITSELF SINCE ITS INCEPTION**
- **GUCCI HAS VERY GOOD RELATIONSHIPS WITH THE MEDIA AS WELL AS CELEBRITIES**
- **SOCIAL MEDIA IS NOW AN INTEGRAL PART OF THEIR MARKETING STRATEGY**

COMMUNICATION





GUCCI
Vintage Exotic Flower handbag,
1999

\$2,980.00



GUCCI
Vintage leather and canvas handbag,
1999

\$3,980.00



GUCCI
Vintage Acid Flower print handbag,
1999

This item is sold out.



GUCCI
Vintage flower print handbag, 1999

\$2,490.00

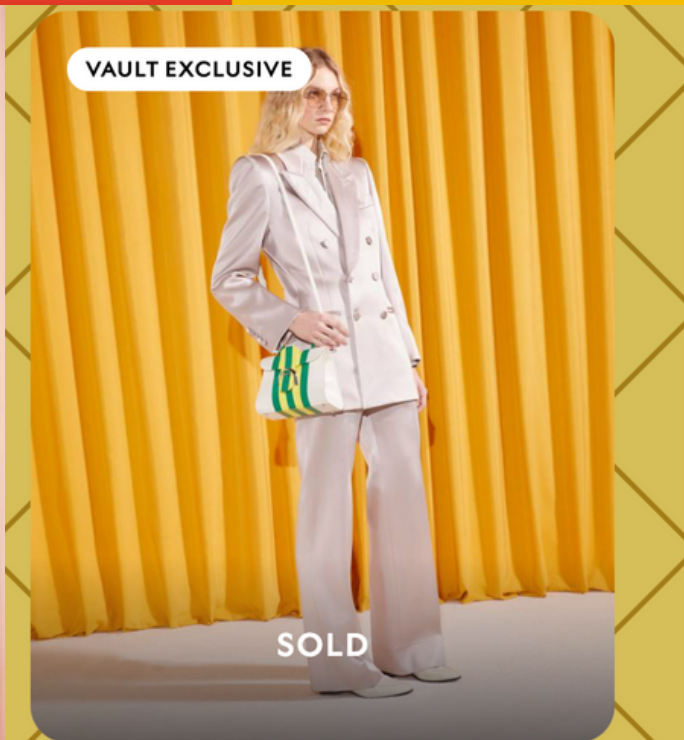


Vintage suede backpack with bamboo, 1990s

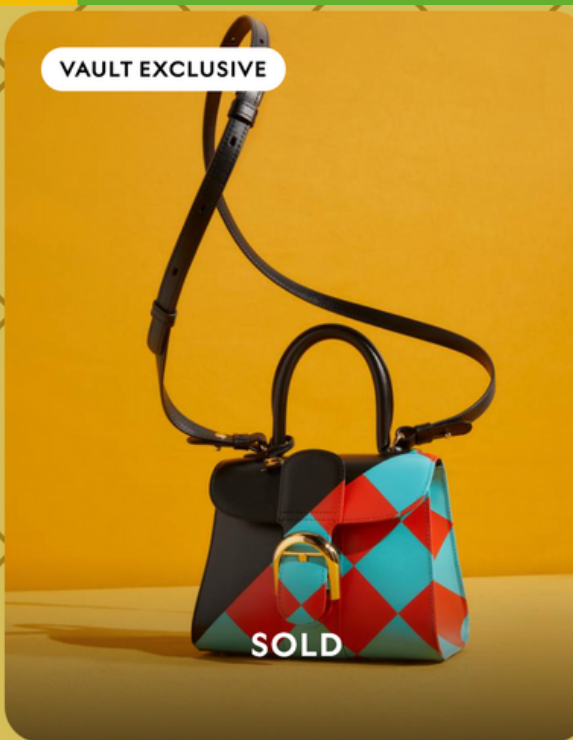
Produced in the early 1990s, this backpack is crafted in fuchsia suede with natural bamboo handle and pocket closures. 'Gucci Made in Italy' is embossed in black on the interior, accompanied by the identification number '003. 2058.0016'. This backpack was selected by the Creative Director and Vault archivists for its particularity, character and exceptional vintage condition, and it was reconditioned to the highest standard by in-house artisans. It has been given the number 52 | 22 and will arrive in tailor-made packaging. This rare and beautiful piece should be handled with exceptional care.

THE STORY

This bamboo backpack demonstrates the continuous connection of historic elements to



Delvaux
Brillant mini handbag



Delvaux
Brillant mini handbag



VANS
UA OG Classic Slip-On LX

\$70.00



VANS
UA OG Classic Slip-On LX

\$70.00



Collina Strada
Rhinestone market dress

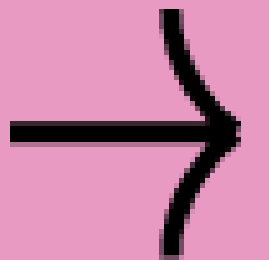
\$810.00



Collina Strada
Mesh dachi top

\$360.00

Shop by Brand



RESPONSE

- **PUBLIC LOVED**
 - MULTIPLE FASHION OUTLETS REPORTED
 - WEBSITE IS NEARLY SOLD OUT
- **STRATEGY: REACH A NEW MARKET**
 - REFRESHING MINDSET
 - YOUTH / INFLUENCERS
 - FOLLOWING "TRENDS"
 - THRIFTING / UPCYCLING
- **FAILURES:**
 - OVERALL REACH

EVALUATION

- ETHICALLY THIS WAS A GENIUS MOVE. THEY ARE RESELLING AND REPURPOSING OLD PRODUCTS AND CREATING A WHOLE NEW "LINE" WITHOUT CREATING NEW PRODUCT WASTE
- WHAT I WOULD DO
 - SHORT-TERM:
 - HAVE FEATURED DESIGNERS BLAST SOCIAL MEDIA
 - PRINT FOR THE WEBSITE IN FASHION MAGAZINES AND IN BIG FASHION CITIES
 - FIND NEW INFLUENCERS/CELEBRITIES THAT HAVE WORKED WITH GUCCI IN THE PAST TO PROMOTE
 - LONG-TERM:
 - CONTINUOUSLY BOOST AND DIRECT TRAFFIC TO VAULT INSTAGRAM
 - PROMOTE NEW DROPS THROUGH OWNED MEDIA
- POWER & VALUE OF COMPANY:
 - COMPLETELY SHIFTED THE TRAJECTORY OF GUCCI
 - NEW AUDIENCE
 - REFRESHING TAKE

Works Cited:

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