

IN-STORE

Gucci names Alessandro Michele as creative director

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Gucci's men's collection fall/winter 2015

By STAFF REPORTS

Kering-owned Gucci has announced Alessandro Michele as the house's new creative director after the dismissal of Frida Giannini.

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Mr. Michele's career began at Fendi as the senior accessories designer where he worked with Ms. Giannini. In 2002, Mr. Michele joined the Gucci team and was promoted as associate to Ms. Giannini in May 2011, but even though they have worked alongside one another for many years, the designers' aesthetics and visions are very different.

Changing hands

Ms. Giannini left her tenure as Gucci's creative director suddenly on Jan. 12 ([see story](#)). The surprise departure may have been to give Gucci proper time to decide on the brand's creative future and direction since sales have been flat.

In addition to his role as associate to Ms. Giannini, Mr. Michele was named creative director of the Gucci-owned porcelain brand Richard Ginori in September 2014. Mr. Michele also played a hand in Gucci's retail concept for its Florence boutique that reopened in June.

Although an official statement was not released until Jan. 21, Mr. Michele's appointment as creative director seemed to be set when he, along with other design team members, bowed after the Gucci's menswear presentation on Jan. 19.



Alessandro Michele after the Gucci men's show Jan. 19

The apparel shown was a departure from Ms. Giannini's aesthetic with silk chiffon bow blouses and shrunken military jackets, according to WWD. The collection was redesigned for the presentation after Ms. Giannini's departure earlier this month.

Mr. Michele's first official collection as the creative director of Gucci will be the women's fall/winter 2015-16 season in Milan on Feb. 25.

Gucci has already announced Mr. Michele's position on social media to garner additional attention and to streamline the aesthetic transition among its devotees.

In a statement, Marco Bizzarri, president/CEO of Gucci said, "After a considered and thorough selection process, Alessandro Michele has been chosen to assume the role as Gucci creative director, based upon the contemporary vision he has articulated for the brand that he will now bring to life. Alessandro and I are fully aligned on this new contemporary vision needed by the brand and we will be continuously inspired by that new identity in our respective roles and duties."

François-Henri Pinault, chairman/CEO of Kering, added that, "Throughout its history, Gucci has always created attention and excitement through its innovative and distinctive products and collections as it has become Italy's most renowned fashion house and one of the most iconic and prominent luxury brands in the world. Alessandro Michele has both the qualities and the vision necessary to bring a new contemporary perspective to Gucci and lead the brand into an exciting new creative chapter of its history."