

EVENTS/CAUSES

Gucci sets sights on London for cruise collection

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Handbag from Gucci's cruise 2016 collection

By STAFF REPORTS

Gucci's Alessandro Michele is taking the Italian brand's cruise show to London.

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Mr. Michele has rejuvenated the brand in a number of ways from design aesthetics to retail concepts and pop-ups to repositioning its runway presentations. Gucci had lost its footing among its peers prior to Mr. Michele becoming its creative director, thus underscoring the importance of fresh talent for heritage brands.

Road show

According to [British Vogue](#), Gucci confirmed that its cruise or pre-spring/summer 2017 runway presentation will be held in London. As of press time, Gucci did not elaborate on the exact location or time of its runway show.

British Vogue notes that given Mr. Michele's love for a vintage-inspired aesthetic, London is not lacking in venues that are both eccentric and historical. The charm of London is said to "generously complement" his direction for Gucci.

Mr Michele told Style.com recently that he "love[s] English people, because they are the most quirky people in the world. They don't care."

This will be Mr. Michele's second cruise collection at Gucci. His first cruise collection was shown in New York last summer.

Gucci brought its cruise 2016 collection to life through a dance party film.

Set to the electronic track "She's Lost Control" by Alive She Died, the three-minute video followed one guest's entrance to a party at a villa outside of Florence. This imaginary event gives an understanding of the direction Mr. Michele is taking Gucci ([see story](#)).



Still for Gucci cruise 2016

Gucci's announcement comes shortly after Chanel confirmed that its pre-spring/summer 2017 will be held in Cuba during early May. Each of Chanel's cruise presentations have been held in international cities to reflect the nature of the collection with locales including Dubai, United Arab Emirates ([see story](#)) and Seoul, South Korea ([see story](#)).

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