

LEGAL/PRIVACY

## Gucci apologizes for warning to funeral copycat sellers

May 6, 2016



*Gucci spring/summer 2016 collection*

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By STAFF REPORTS

Italian fashion label Gucci will not be taking legal action against Hong Kong shops selling fake paper goods resembling its products.

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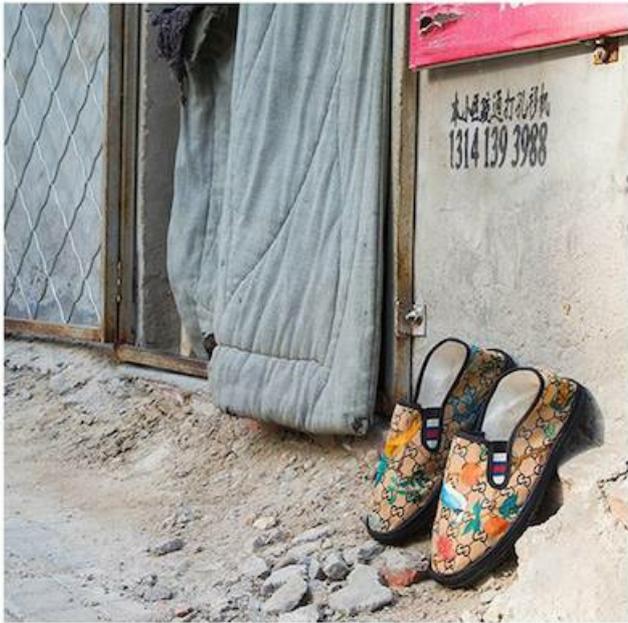
In China, paper recreations of cars, mansions and other luxury branded goods are burned next to a relative's grave, with the belief that the deceased will be able to have these possessions in the afterlife. After issuing warnings to store owners last week, Gucci changed its tune, apologizing after gaining an understanding of the custom.

### Afterlife accessories

Chinese culture promotes honoring ancestors, who continue to influence the living's fate even in death. The funeral offerings are not a new concept, but traditionally they were more apt to be food.

Today, with a growing affluent population, it has become common to incinerate everything from a luxury car or mansion to handbags and shoes. Gucci is not singled out, as stores sell everything from Burberry and Chanel to Louis Vuitton, according to the [BBC](#).

Gucci's move attracted criticism from locals, who said that the brand was showing its lack of understanding of the culture.



### *Cao Fai for GucciGram Tian*

On May 6, Gucci and owner Kering issued a statement saying, "We regret any misunderstandings that may have been caused and sincerely apologize to anyone we may have offended through our action."

The Chinese market is complex and ever-evolving, requiring international luxury brands to practice patience and due diligence if they want to enter and remain successful in this environment, according to a report by CR Retail.

While some retailers are quick to blame China's anti-graft measures for their lack of success in the industry, ultimately failure is often the result of lack of research and an inability to understand the complexities of the market. In order to be successful in China, luxury brands must adapt to consumer preferences and target retail and marketing strategies to appeal to the Chinese consumer ([see story](#)).

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