

APPAREL AND ACCESSORIES

## Gucci consumers become co-designers with launch of DIY service

May 31, 2016



*Gucci's DIY service at its Milan flagship*

By STAFF REPORTS

Italian fashion house Gucci is putting creative control in the hands of consumers with the launch of a DIY program, launching first at its Milan boutique.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246** ▶

Consumers who visit the Milanese flagship on via Montenapoleone will be able to customize the Dionysus handbag through the DIY service. As the program rolls out globally, Gucci will begin including other products that can get the DIY treatments including the Ace sneaker, Princetown shoes, ready-to-wear pieces and men's made-to-order.

### Do-it-yourself expression

Gucci's creative director Alessandro Michele launched the DIY program May 25 as a way to express his philosophy of how the clothing worn by a person represents how they feel. The DIY program will fortify this philosophy by creating authentic and free expression through Gucci products.

Likewise, Ms. Michele found inspiration in punk culture, which celebrates its 40th anniversary this year and is deeply rooted in a desire of self-expression.

The DIY service allows consumers to add a variety of embroideries, trims, hardware and monogram initials on the large- and medium-sized Dionysus handbag.

Consumers can select from Gucci motifs and a number of animals and plants that bring the "Gucci garden" to life. These include butterflies, lizards, bees, dragonflies, snakes, roses and peonies.



*Motif options for Gucci's DIY service*

Trim options include an array of colors in either crocodile, python and suede. Monogramming letters can be added in Swarovski crystals in a choice of colors.

The consumer can also customize the Dionysus Top Handle bag by color, material and details. The consumer can choose from four leathers – crocodile, ostrich, python and "moon" leather – available in 18 colors. A striped model is also available in moon leather and crocodile and 12 colors.

Consumers can also select a cotton lining House Herbarium print offered in four colors and hardware in a number of finishes. Shoulder straps can be selected from either the blue-red-blue and green-red-green House Web design.



*The Gucci DIY service corner at the Milan flagship*

Gucci's aim for the service is to allow consumers to interpret its designs as it applies to their tastes and lifestyle. But, the ending result will also be a reflection of Mr. Michele's aesthetic and vision for the brand.

The brand has not shared pricing for the DIY in-store service, but most Dionysus styles start at approximately \$2,500. There is also no word if Gucci plans to extend the DIY service onto its digital platform.

Handbag customization is an easy way for brands to include consumers in the design process.

For instance, Italy's Fendi drew inspiration from the timepiece industry by allowing the consumer to personalize the strap of her handbag.

Handbags are commonly referred to as the most personal aspect of a woman's wardrobe, as a style can work to define her personality traits while also echoing a statement. The Fendi Strap You can be fixed to a number of the label's iconic handbag styles such as, furthering a woman's ability to make a personal statement with her bag of choice, from the shape to the handle.

The interchangeable leather shoulder straps range in price from \$500 to \$800, depending on style ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.