

APPAREL AND ACCESSORIES

Gucci promotes personal expression through expanded customization

June 20, 2016



Gucci DIY tailoring

By STAFF REPORTS

Italian fashion label Gucci is giving consumers more creative control over their wardrobes by extending its DIY program to include menswear, shoes and jackets.

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Launched in May at its Milan flagship, Gucci DIY was originally limited to the brand's Dionysus handbags, but during men's fashion week in Milan, the brand added more garments and accessories to the service. Allowing consumers to create something that reflects their personal style within the confines of the Gucci brand is a way to make clientele feel closer to the label.

Design details

Within menswear, Gucci is giving clients the opportunity to customize a tailoring range that includes day and eveningwear. Canvassed jackets, blazers, tuxedos and coats can be fashioned out of an array of fabrics, with additional personal details available, including bright silk linings, button choices and monograms.



Gucci DIY tailoring

Taking inspiration from the red carpet, eveningwear can be made-to-order, allowing the man to choose his cuff and collar style. Silk printed shirts and cashmere and merino wool knitwear are also part of the collection.

Under the creative direction of Alessandro Michele, Gucci has been creating more casual jacket styles. Unisex coats, including reversible silk bombers and denim jackets, can be customized with patches or embroidery.



Gucci DIY bomber jackets

What additions are available depend on the garment in question, but motifs include kingsnakes, flowers and bees. Monogram patches can also be applied, making the piece truly the wearer's own.

The final piece for this new phase of Gucci DIY is footwear. The Ace sneaker, a unisex trainer in white leather, can be embellished with embroidered initials, while mules come with the option for horsebits in either gold or silver, embossed initials or a tiger patch.

Gucci's Signoria footwear, classic styles that include a monkstrap, lace-up and loafer, have also been added to its DIY service, with an extensive array of color and fabrication choices and opportunities for monogramming.

Consumers who buy shoes in the Gucci DIY collection will be receive their footwear in special packaging, and will be gifted a shoe tree.

While Gucci is giving consumers freedom, all of the options available reflect Mr. Michele's vision, ensuring that clients' pieces are still Gucci at heart.

Showcasing this new range is a window display at Gucci's Via Montenapoleone store. Here, the motifs Gucci has become known for, including kingsnakes, bees, a crown and a tiger head, adorn a crest alongside the words "do it yourself."



Window display celebrating Gucci DIY

Customization is poised to expand to more categories as consumers desire something that is uniquely their own, according the director of strategy at Fluid, Inc.

Presenting at Luxury FirstLook: Strategy 2016, Chris Haines talked about the trend of co-creation, where consumers want to become their own designer and have a say in the look of the items they buy. Even with the advent of technology designed to help customize, the human element is still key in bespoke and personalized designs ([see story](#)).

As of press time, Gucci's customization program was still only available at Gucci's global flagship, forcing clients to enter the boutique's dedicated DIY section to have a personal consultation.

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