

APPAREL AND ACCESSORIES

Gucci lets its ecommerce garden grow via online exclusives

June 29, 2016



The Gucci Garden print

By STAFF REPORTS

Italy's Gucci is launching an online-only capsule collection of womenswear and accessories on July 5.

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The "Gucci Garden" collection will sell solely via the brand's ecommerce site, but will be limited to the markets of the United States, Canada, continental Europe, United Arab Emirates, Japan, South Korea and Australia. Women living in these markets who wish to shop in-store can do so via iPads placed in Gucci's bricks-and-mortar locations, with items then being shipped to either the boutique or the consumer's home, but only if she lives within the territory.

A visit to Alessandro's garden

Gucci's special collection is characterized by a new print developed by creative director Alessandro Michele. The print features flora and fauna motifs that are now part of Gucci's design lexicon under Mr. Michele's direction.

Mr. Michele introduced the flora and fauna symbols last year in the debut of his first collection for Gucci. Key motifs in Garden Gucci include the bee, which for centuries has been used by European aristocracy and is the key to nature's life cycle, and the snake, a representation of wisdom and power.

Also seen in the print are different butterfly species, red and blue birds, bumblebees, beetles and the kingsnake. Flora includes blooms of carnations and roses. The print also includes three-dimensional stars.



Models dressed in the Gucci Garden collection

Overall, the exclusive print used for Gucci Garden resembles an antique oil painting with visible brushstrokes appearing on the flower petals, leaves and butterflies' wings. The motifs are set against a black or ivory background with a pink border edge lined with red stars.

Pieces in the Gucci Garden collection include a pleated ankle-length dress, a long-sleeved shirt with an attached scarf, a pleated skirt in two lengths and 70s-style shorts. Other pieces in the collection include a reversible bomber jacket, a reversible v-neck cardigan and denim flares with patches and embroidery.

As for accessories, the Gucci Garden print has been applied to three Dionysus handbag sizes, a leather wallet, a silk foulard and a low-top sneaker and mule with Gucci's signature horsebit detail.

When ecommerce packages are received, Gucci Garden items will be presented in exclusively designed packaging with black, pink and red gift boxes and paper bags with ribbon handles. Pieces will be wrapped in red tissue paper with black ribbon with red stars and red flannel pouches.



Exclusive Gucci Garden packaging with the Dionysus handbag

Gucci has recognized the importance of ecommerce for its growing business.

Last month, online retailer Net-A-Porter added Gucci's Mr. Michele to its long list of brand collaborators.

Mr. Michele created a 20-piece, one-off collection to be sold by Net-A-Porter. Since Mr. Michele took the reins at the fashion label last year, the online retailer has counted Gucci as one of its top three brands, making the capsule a reflection of Net-A-Porter consumers' interest in and demand for his designs ([see story](#)).