

APPAREL AND ACCESSORIES

Gucci brings eccentric point of view to Mr Porter exclusives

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Teaser for Gucci's Mr Porter capsule

By STAFF REPORTS

Italian fashion label Gucci is launching a capsule collection specifically for Mr Porter's audience of sartorial-savvy men.

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Online from May 28, the exclusive line will feature interpretations of the motifs introduced by creative director Alessandro Michele, including bees and tigers. This collaboration follows a similar capsule developed by Gucci for Mr Porter's sister site Net-A-Porter last year ([see story](#)).

Ecommerce exclusives

For Mr Porter, Mr. Michele has designed 43 pieces across ready-to-wear, accessories and footwear. The capsule ranges from tailored garments to sportswear, with both jeans and formal wear.

Differentiating this collection from other Gucci designs, all of the ready-to-wear pieces will include a yellow Gucci label. This exclusive label picks up on the color scheme, which features oranges, yellows, reds and blues.

Accessories such as the house's iconic Horsebit loafer in the GG wallpaper print are infused with color. Also present are Gucci's motifs, including newer introductions such as the skeleton and cat, which are embroidered onto jeans or jackets.

Prices for the collection range from \$200 to \$3,350.



Gucci men's tailoring cruise advertising campaign

"We are pleased to build on the success of our exclusive capsule collection for Net-A-Porter last year with a new capsule this time for Mr Porter, whose clients are unquestionably some of the most knowledgeable and sophisticated menswear fashion consumers in the marketplace," said Marco Bizzarri, president/CEO of Gucci, in a brand statement.

To launch the collection, Mr Porter will run an integrated marketing effort across its digital channels, including email, social media, its Web site and applications. The partners also filmed an exclusive video for the collection's debut.

"We are the thrilled to partner with Gucci on this exclusive project, at a time when the house is so vibrant and influential in its designs," said Toby Bateman, managing director, Mr Porter, in a statement. "Alessandro and his team's talents truly shine through with this unique capsule collection of iconic pieces, all of which we're sure will be an instant success with our global customer."

Gucci is finding an audience with millennial shoppers online, according to a recent report from Hitwise ([see story](#)). The revitalization of the brand's codes via Mr. Michele's use of motifs and its uptick in digital marketing has also led to Gucci being selected as the top brand choice for Chinese women in the market to buy high-end handbags or shoes in the next year ([see story](#)).

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