

APPAREL AND ACCESSORIES

Gucci expands Art Wall concept to Milan, exclusive tees and animations

May 11, 2017



Gucci x Angelica Hicks Art Wall t-shirt collection

By STAFF REPORTS

Italian fashion house Gucci is geeking out in a multifaceted art project with British illustrator Angelica Hicks.

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The #GucciGeek project includes two public art murals, one in New York and the other in Milan, as well as a limited-edition collection of t-shirts. Gucci creative director Alessandro Michele discovered the artwork of Ms. Hicks on Instagram, and was drawn to her "offbeat creative approach and ironic tone," which jumpstarted the creative collaboration.

Off the wall

Gucci's multifaceted project continues the brand's Art Wall project. The concept was launched in February with San Francisco-based artist Jayde Fish and was painted on a blank wall on Lafayette Street, between Prince and Spring Streets in New York's SoHo neighborhood ([see story](#)).

On May 8, Gucci unveiled the mural designed by Ms. Hicks at Lafayette Street.

The mural features black-and-white stripes, similar to a prison jumpsuit, and reads "Criminal Couture!" Two blouses are painted below, one shirt features a "white collar" and the other a "blue collar," with the labels painted underneath as an offbeat commentary.



Gucci x Angelica Hicks Art Wall project in New York

Gucci partnered with Colossal Media, an agency specializing in outdoor, hand-painted advertisements, for its execution.

In Milan, working with European out of home advertiser Urban Vision, Gucci and Ms. Hicks placed an outdoor illustration on a wall in the city's Largo la Foppa in the pedestrian district of Corso Garibaldi.

The painting reads "Freaks and Geeks" and shows two women dressed in Gucci spring/summer 2017 and oversized eyewear from the same season.



Gucci x Angelica Hicks Art Wall project in Milan

Gucci's murals took six days of hand painting to complete and are an ode to traditional out of home advertising.

Snapchat geofilters were illustrated by Ms. Hicks to enhance the viewer's experience. If a consumer uses the Gucci

mobile application, she can scan the artwork to access animations of the illustrations.

For #GucciGeeks, the brand also worked with Ms. Hicks to create a t-shirt collection featuring 11 of her illustrations. Available from May 25, the shirts will be exclusive to the European and United States markets.

The 11 illustrated shirts have been produced in batches of 100, for a total numbered collection of 1,100 pieces.

Gucci designed the shirts to be unisex to reach more consumers and packaged them in a vintage-style metal box decorated with the illustration featured on the tees inside. Also included is a die-cut miniature of the print to be used as a decoration.

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