

JEWELRY

Gucci weaves fairy tale to tell of fine jewelry collection's origin

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Illustration for Gucci's WonderFactory fairy tale. Image credit: Gucci

By STAFF REPORTS

Italian fashion house Gucci is recounting the whimsical adventures of the animals that work at the Wonder Factory where its Les Marchdes Merveilles jewelry is created.

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Through in-store window displays, illustrations shared to Instagram and Web site editorials, Gucci is promoting its Les Marchdes Merveilles fine jewelry collection by taking a fairy tale approach. The Les Marchdes Merveilles collection features rings, charms and pendants in the shape of Gucci animals such as the lion and snake.

Tales of wonder

The Wonder Factory illustrations are in collaboration with Thailand-based artist Phannapast Taychamaythakool. For the project, Phannapast used her own animal-inspired aesthetic, but dressed the characters in Gucci outfits.

Penning by Aracha Cholitgul, Gucci's Wonder Factory tale is told in three adventures of the imaginary animals responsible for Les Marchdes Merveilles.



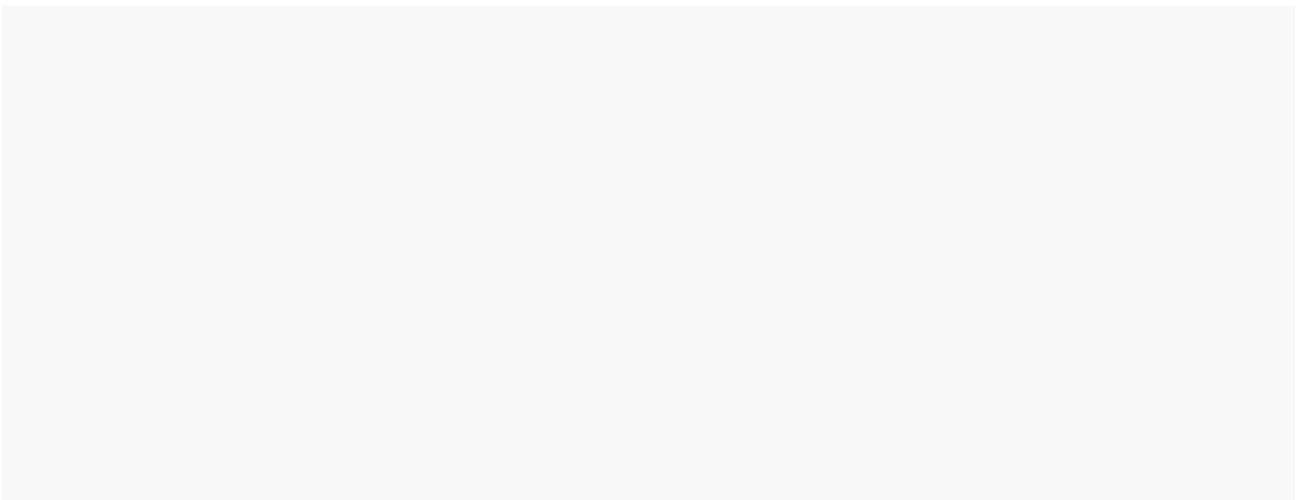
Gucci's Wonder Factory characters were illustrated by Phannapast Taychamaythakool. Image credit: Gucci

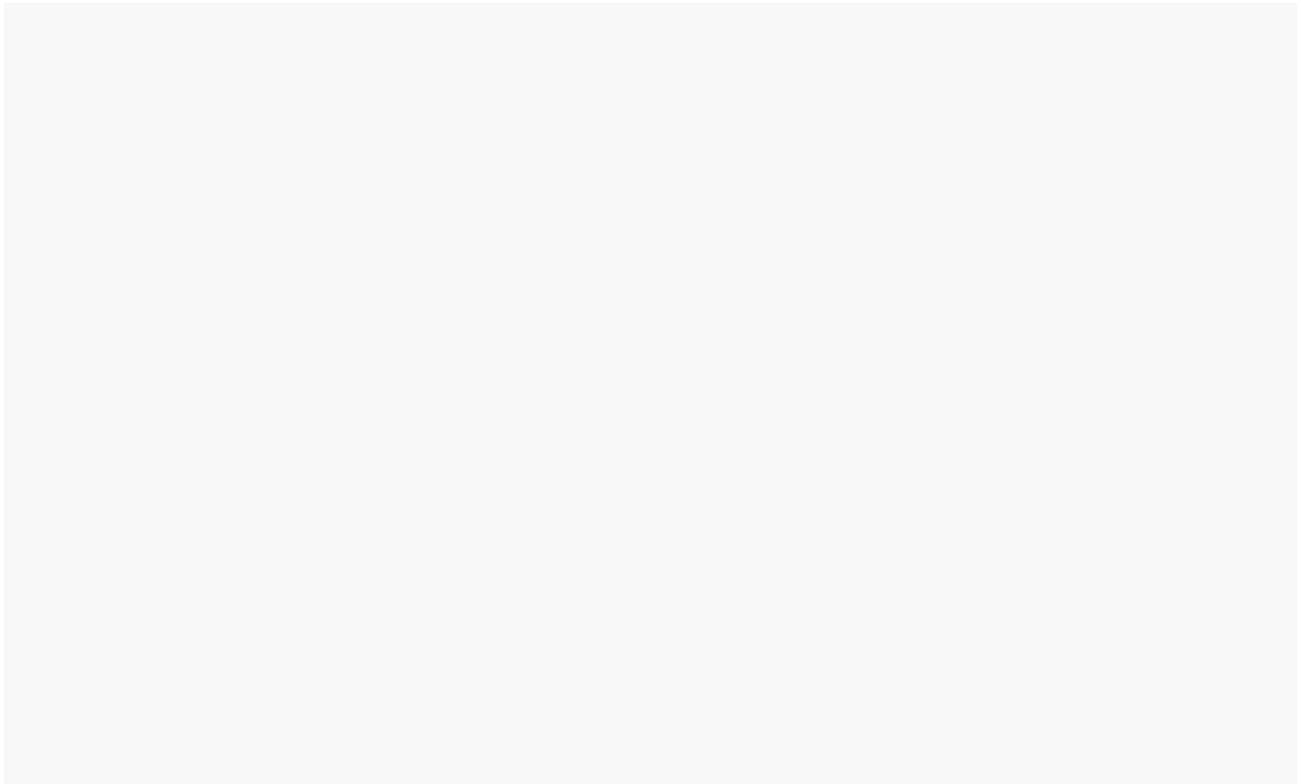
The first tale begins, "In the deep deep forest in a far far away land, you will find The Wonder Factory." The animal characters the reader will meet specialize in crafting jewels and lucky charms.

As with many fairy tales, the narrative begins with a myth, which explains that every 96 years a lioness goddess will come to the Wonder Factory to grant one wish to its workers.

Gucci's second fairy tale adventure tells of how each winter a new collection of jewelry is completed by the Wonder Factory. Gucci's story tells of how cranes fly off to delivery the jewelry, but Sailom the Crane dropped a bag of Les Marchdes Merveilles boxes into the forest by mistake.

Gucci's final narrative in the Les Marchdes Merveilles tale of a new, very large, visitor to the Wonder Factory.





A series of fairy tales narrating three adventures taking place in The Wonder Factory, run by all kinds of creatures crafting the #LeMarchdesMerveilles fine jewelry collection. Illustrations by: @phannapast Texts by: Aracha Cholitgul

A post shared by Gucci (@gucci) on Jun 24, 2017 at 8:30am PDT

The trio of fairy tales can be read [here](#).

For its store displays promoting Les Marchdes Merveilles, Gucci created mini theaters where the fairy tales of the Wonder Factory will be explored.

Phannapast's animal characters are shown in the displays wearing different pieces of fine jewelry from the Les Marchdes Merveilles.

Les Marchdes Merveilles was creative director Alessandro Michele's first standalone fine jewelry collection for Gucci. A reflection of the designer's reinterpretation of Gucci's codes, the jewelry collection first went to market in spring/summer 2016 ([see story](#)).

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