

JEWELRY

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

June 28, 2017



Illustration for Gucci's Wonder Factory 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 Marchédes Merveilles jewelry is created.

[Sign up now](#)

Luxury Daily

Through in-store window displays, illustrations shared to Instagram and Web site editorials, Gucci is promoting its Les Marchédes Merveilles fine jewelry collection by taking a fairy tale approach. The Les Marchédes 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.

Penned by Aracha Cholitgul, Gucci's Wonder Factory tale is told in three adventures of the

imaginary animals responsible for Les Marchédes Merveilles.



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

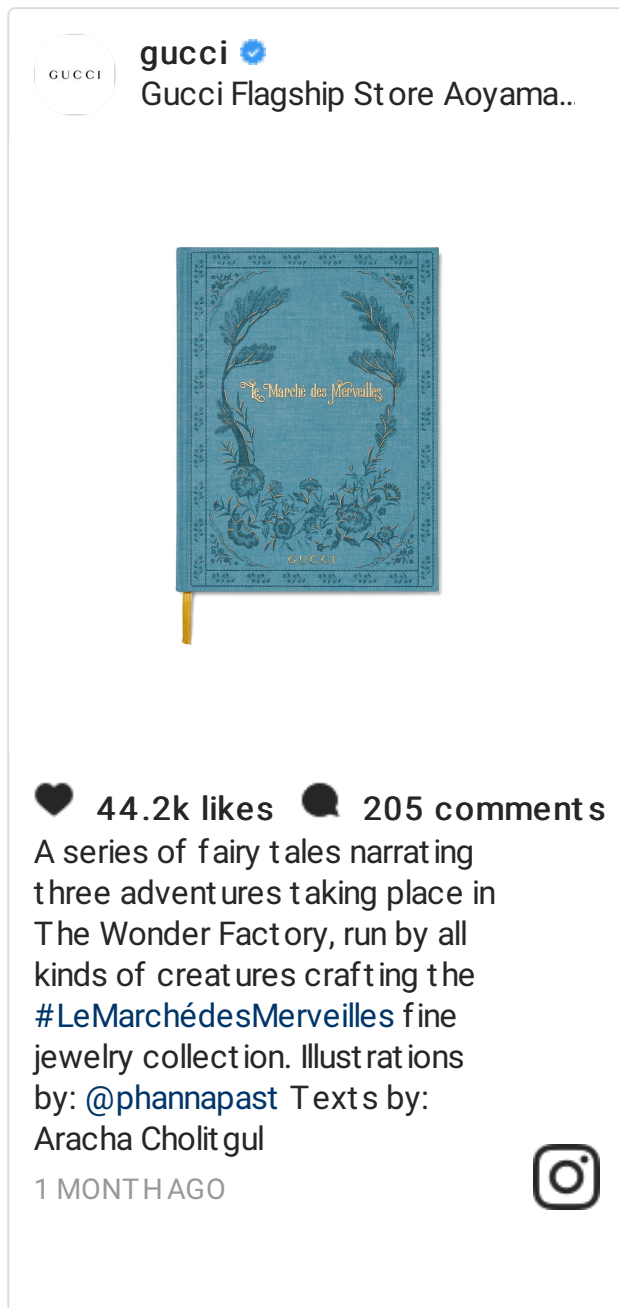
The first tale begins, “In the deep deep forest in a far far away land, you will find The Wonder Factory.” The animal characters the reader will meet specialize in crafting jewels and lucky charms.

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 Marchédes Merveilles boxes into the forest by mistake.

Gucci’s final narrative in the Les Marchédes Merveilles tale of a new, very large, visitor to

the Wonder Factory.



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

For its store displays promoting Les Marchés 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 Marchés Merveilles.

Les Marchés 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](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.