

APPAREL AND ACCESSORIES

Gucci pays tribute to Dapper Dan following copy allegations

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Daniel "Dapper Dan" Day for Gucci's fall/winter 2017 men's tailoring. Image credit: Gucci, photo by Glen Luchford

By STAFF REPORTS

Italian fashion house Gucci is making amends with Harlem, NY-based designer Daniel "Dapper Dan" Day by supporting the tailor's work and casting him in a global menswear campaign.

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Gucci recently was accused of copying Mr. Day's bomber jacket with puffed sleeves and Louis Vuitton's monogram designed for Olympian Diane Dixon. When the Internet caught wind of the design, Gucci creative director Alessandro Michele had to explain that he was not ripping off Mr. Day, but rather paying homage to his design.

Dapper tailors

Mr. Day is known for his made-to-order designs, created for celebrity clients during the 1980s and 1990s. In 1992, his namesake boutique was shuttered due to multiple copyright infringement violations.

To back up Mr. Michele's claim that his jacket design was in tribute to Mr. Day's career, Gucci will feature the Harlem designer in its latest men's tailor advertising campaign.

Gucci's campaign features Mr. Day in Harlem where children play on the sidewalks, dance around spraying fire hydrants and skip down the street. The Glen Luchford-shot series also captures Mr. Day outside the Apollo Theatre, a Harlem landmark and historic musical hall.

The tailoring campaign will appear globally across print, digital and outdoor media come October.



Glen Luchford photographed Daniel "Dapper Dan" Day in Harlem. Image credit: Gucci

According to The New York Times, Gucci also has a Dapper Dan collaborative capsule collection in the works. The Kering-owned fashion house also plans to assist Mr. Day in the reopening of his Harlem tailor.

The Gucci-powered Dapper Dan tailor will open at the end of 2017.

Similarly, French fashion house Louis Vuitton skated into streetwear through a collaboration with New York-based label Supreme.

In less than two decades, Louis Vuitton went from taking legal action against Supreme for allegedly using a pattern that resembled its logo to designing a menswear collection alongside the label ([see story](#)).

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