

APPAREL AND ACCESSORIES

Gucci to simultaneously launch artist capsule across global ecommerce network

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Unskilled Worker's "Space Boy Prince" for Gucci. Image credit: Unskilled Worker

By STAFF REPORTS

Kering-owned Gucci is continuing its relationship with Unskilled Worker via a 40-piece capsule collection featuring the British artist's work.

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Gucci's relationship with Helen Downie, who uses the nom de plume Unskilled Worker for her art, began in 2015 when creative director Alessandro Michele found the artist on Instagram. Mr. Michele has discovered a number of artists in this way, many of which have resulted in Gucci collaborations, capsules and art projects.

Friendship building

When Mr. Michele first collaborated with Unskilled Worker in 2015, the designer invited the artist to participate in an exhibition in Shanghai. Gucci's "No Longer/Not Yet" show opened in October 2015 and was held at Shanghai's Minsheng Art Museum ([see story](#)).

After staying in touch, Gucci and Unskilled Worker have now collaborated on a 40-piece capsule collection including ready-to-wear, shoes, handbags, silks and accessories. Pieces include artwork by Unskilled Worker.



Gucci T-shirt with an Unskilled Worker illustration. Image credit: Gucci

The imagery is a combination of Unskilled Worker's portraits and floral designs. The selected works and Unskilled Worker's "witty, playful spirit" complement Gucci's aesthetic under Mr. Michele's direction.

Gucci x Unskilled Worker's capsule will be available for sale only on Gucci's Web site from Oct. 11. This will be the first time an online exclusive will launch simultaneously on all Gucci.com markets, which include Europe, the United States, Canada, United Arab Emirates, China, Japan, Australia and South Korea.

Items will be delivered in dedicated, bespoke packaging decorated with Unskilled Worker's art.



Gucci painting by Unskilled Worker. Image credit: Gucci

Gucci will promote the collection via its digital channels as well as creative out-of-home displays of Unskilled Worker's art in London, New York, Paris, Milan and Shanghai. The outdoor creative will feature art walls ([see story](#)), fly posters and outside gallery spaces in key locations across each city.

Also, Unskilled Worker has painted an exclusive piece for Gucci that will be available as a free download on [Gucci.com](#) and [Worker.co.uk](#) from Oct. 11.

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