

APPAREL AND ACCESSORIES

Gucci takes digital approach to DIY design

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Gucci is creating a digital experience for its DIY program. Image courtesy of Gucci

By SARAH JONES

Italian fashion label Gucci is bringing its customization program online for the first time, expanding what was previously only a bricks-and-mortar experience to a wider audience.

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Launched May 10 as an ecommerce exclusive, the latest Gucci DIY offer centers on the brand's Ophidia tote and Ace sneakers. Customization offers consumers the chance to express themselves in a branded fashion, allowing them to blend personal style with house codes.

Gucci was reached for comment.

Pinball wizard

For this iteration of Gucci DIY, the brand is taking a digital approach. Exclusively through Gucci.com, consumers are able to interact with a tool that enables them to virtually view their design as they make choices.

Among the additions available in the program are letters in a new font for the brand. Gucci was inspired by the lettering used on boots in Elton John's wardrobe.

The singer's fashion archive inspired Gucci's spring/summer 2018 runway collection, and Gucci is currently outfitting Elton John on his last world tour ([see story](#)).

Gucci's new DIY tool blends product photography and 3D computer modeling to create a more lifelike representation of what final combinations will look like.



Gucci DIY includes the Ace sneakers. Image courtesy of Gucci

Gucci DIY is available exclusively online and in-store at the newly opened Gucci Wooster boutique in New York ([see story](#)).

In-store, consumers can use a provided iPad or iPhone to interact with physical merchandise. As they point the device's camera at a shoe or tote bag, they can customize it and view their choices in real-time.

To promote Gucci DIY, the brand tapped photographer Petra Collins to create a campaign film.

The short opens on a youngster as he slips on a pair of silver boots featuring the initials EJ, a nod to the lettering's inspiration. As he leaves his house and heads down the street, fans are shown screaming.

He is next seen playing Pinball as a crowd cheers him on.

At the end, the viewer sees that the rock star persona was all in his head as the scene changes. The protagonist is still at a Pinball machine, but the crowds have dispersed.

Gucci DIY Campaign

After the exclusive launch at Gucci Wooster, Gucci DIY will be expanded to more stores in September.

Personalization possibilities

Gucci previously gave consumers more creative control over their wardrobes by extending its DIY program to include menswear, shoes and jackets.

Launched in 2016 at its Milan flagship, Gucci DIY was originally limited to the brand's Dionysus handbags, but during men's fashion week in Milan, the brand added more garments and accessories to the service. Allowing consumers to create something that reflects their personal style within the confines of the Gucci brand is a way to make clientele feel closer to the label ([see story](#)).

Digital has democratized customization, making bespoke services that were once reserved for only the top clients of the large brands accessible to more labels and consumers.

Via ecommerce platforms, consumers can now play designer, as brands enable them to select everything from embellishments, such as monograms, to the color and fabrication of the fashion item itself. Fashionbi's "[Personalization In Fashion](#)" report delves into the rise of the personalization trend and customization's role as a luxury brand differentiator ([see story](#)).