

APPAREL AND ACCESSORIES

## Gucci moves spring fashion show to Paris

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*Gucci is taking its spring/summer 2019 show to Paris. Image credit: Gucci*

By STAFF REPORTS

Italian fashion house Gucci is paying homage to France by showing its spring/summer 2019 collection in Paris.

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Scheduled for Sept. 24, the show will be held the day prior to the official start of Paris Fashion Week. Following this season, the label will move its show back to its Gucci Hub in Milan.

### Moving from Milan

This upcoming show is the final piece of Gucci's three-pronged display of French appreciation.

The brand's pre-fall 2018 collection and surrounding campaign are primarily inspired by the 1968 period of civil unrest in France, particularly the student movements that flared up to protest imperialism, capitalism and inequality ([see story](#)).



*Gucci's pre-fall 2018 campaign takes inspiration from French student protests. Image credit: Gucci*

Gucci also picked a historic French location for its cruise 2019 runway show.

Scheduled for May 30, the fashion show will take place at Alysamps near Arles, France. Designated a UNESCO

World Heritage site, the Roman necropolis has never hosted an event of this magnitude before ([see story](#)).

"Gucci is a global brand with deep and vibrant Italian roots and a visionary French shareholder, Kering," said Marco Bizzarri, CEO of [Gucci](#), in a statement. "When Alessandro [Michele] told me of his desire to present the new collection in Paris - continuing the French-inspired narrative - I thought it was a perfect way to continue the creative homage to France.

"We have chosen to present the show on Monday, Sept. 24th, the transition day between Milan and Paris Fashion Weeks to avoid impacting schedules," he said. "We will then look forward to returning to Milan in February 2019."

Gucci's spring show plans were shared with the Camera Nazionale della Moda Italiana and the Fédération de la Haute Couture et de la Mode, the organizations overseeing Milan Fashion Week and Paris Fashion Week.

While it is moving away from Milan for one season, Gucci is working with Camera Nazionale della Moda Italiana to stage an event at its Gucci Hub in Milan on Sept. 19 during Milan Fashion Week.

"The Camera Nazionale della Moda Italiana understands and respects the reasons behind Gucci's request to present its spring/summer 2019 fashion show in Paris on this occasion and will look forward to Gucci returning to open Milan Fashion Week next February," said Carlo Capasa, president of the Camera Nazionale della Moda Italiana, in a statement.

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