

APPAREL AND ACCESSORIES

## Gucci debuts Dapper Dan collection with retro campaign

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*Gucci-Dapper Dan puts a branded touch on Dapper Dan's eclectic style. Image courtesy of Gucci*

By STAFF REPORTS

Italian label Gucci is launching a collaborative collection with tailor Dapper Dan by looking back on the New Yorker's fashion history.

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To mark the line's retail debut, photographer Ari Marcopoulos took inspiration from original photography of Dapper Dan's designs from the 1980s, shooting models in a series of portraits in Harlem. This is the latest in Gucci's partnership with Dapper Dan, in which the house fuses its own aesthetic with the tailor's signature style.

### Collaborative collection

Daniel "Dapper Dan" Day came to prominence in the 1980s and 90s through his shop in Harlem. The tailor created custom looks for personalities including LL Cool J, Bobby Brown and Salt-N-Pepa.

His early work took a lot of references from luxury brands, which Gucci refers to as "fashion sampling," comparing the practice to the way modern music is produced. This collaborative collection maintains that sense of borrowing.

Gucci-Dapper Dan takes some of his frequent styles, such as track suits and jackets, and puts a Gucci touch on them. Reflecting Mr. Day's use of all-over logos, Gucci's GG is screen printed onto leather, while gold leather is used as a trim, referencing the tailor's use of the material.

Much of the collection is unisex. Along with apparel, the line includes accessories such as Swarovski-embellished eyewear, chains, sneakers and slides.

As they were working on the collection, Gucci creative director Alessandro Michele asked Mr. Day which words he would use to describe it. His answer, "E pluribus unum," has been worked into the designs including jewelry and apparel.

This line is being sold on Gucci's ecommerce site and some of its flagship stores. Products are packaged in specially created boxes with Gucci's webbing and the brand's logo in yellow.

As Gucci-Dapper Dan launches, the brand is marketing it with a campaign featuring young personalities from

Harlem and models posing in the Manhattan neighborhood. In the images, the subjects pose on stoops, sit in lawn chairs or lean against a vintage car.



*Gucci-Dapper Dan campaign image. Image courtesy of Gucci*

In September, Gucci made amends with Dapper Dan by supporting the tailor's work and casting him in a global menswear campaign. Shortly before that, Gucci had been accused of copying a bomber jacket by Mr. Day, a design Mr. Michele explained was not a rip off, but in fact an homage to the Harlem couturier.

Kering-owned Gucci also assisted Dapper Dan in reopening his atelier after the studio was shuttered 25 years ago ([see story](#)).

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