

APPAREL AND ACCESSORIES

Gucci screens Harmony Korine films during Men's Fashion Week

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Gucci exhibition on Harmony Korine. Image credit: Gucci

By STAFF REPORTS

Italian fashion label Gucci is iconizing the work of filmmaker Harmony Korine during Milan Men's Fashion Week in a unique exhibition.

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In a different take on fashion week initiatives, Gucci is celebrating its latest ambassador through a series of screenings at its Hub in Milan. Mr. Korine, known for his directorial work in iconic films from the mid-1990s to now, recently participated in the fashion house's pre-fall campaign.

Gucci and film

Harmony Korine *The Crack-Up* will take place at Gucci Hub in Milan from June 13 to 16.

The exhibition will showcase 10 screenings, featuring Mr. Korine's work including "Gummo," "Julien Donkey-Boy," "Mister Lonely" and "Trash Humpers." In addition, other films known to have been inspiration to Mr. Korine will be showcased such as "Every Which Way but Loose" from James Fargo, "Stroszek" by Werner Herzog, "Heat" by Dick Richards, "Pixote" by Hector Babenco, "Fletch" by Michael Ritchie and "Murmur of the Heart" by Louis Malle.

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Celebrating the work of #HarmonyKorine, a special exhibit dedicated to the director, artist and screenwriter who recently shot the #GucciPreFall19 collection and the #GucciTailoring campaign envisioned by @alessandro_michele will be hosted at the Gucci Hub in Milan from June 13 to June 16. The cinematic exhibit Harmony Korine 'The Crack-Up' is presented in media partnership with @kaleidoscopemagazine, whose current issue comes with a supplement created by #HarmonyKorine in collaboration with #Gucci. Discover more and register to see a screening through link in bio. #AlessandroMichele

A post shared by Gucci (@gucci) on Jun 10, 2019 at 10:30am PDT

Instagram post from Gucci

Gucci's Hub is open to the public but must be booked in advanced.

The Italian house is often known for a variety of interesting exhibits.

Gucci recently paralleled its presence in men's style with art in an exhibit that reflected fashion's belief that its work is art.

The exhibit that took place in the Gucci Garden Galleria took a deep dive into how Gucci's fashion has impacted men's style throughout the years. Curator Maria Luisa Frisa selected a variety of pieces from the Gucci archives that support this notion for the exhibit, which was opened in tandem with the unveiling of the latest wall paintings for which the label is known ([see story](#)).

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