

APPAREL AND ACCESSORIES

Gucci spreads mask message through runway-inspired collection

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Gucci Manifesto collection. Image courtesy of Gucci

By STAFF REPORTS

Italian fashion house Gucci is letting consumers into the inspiration behind its fall/winter 2019 collection by turning its thinking into apparel.

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The Gucci Manifesto line features the phrase "the mask as a cut between visible and invisible" emblazoned on T-shirts and sweatshirts, exploring the idea of the mask that led to the staging of the season's runway show. By centering a collection on the concept, Gucci creative director Alessandro Michele aims to spread the idea through fashion.

Clothing talks

The Gucci Manifesto collection includes short-sleeve tees and long-sleeve sweatshirts in crew neck and hoodie styles.

Some of the styles are ecommerce exclusives.

For men, Gucci has made shirts with a carnival cat mask on the front, with the manifesto on the back. Women's styles feature a studded mask image along with quote on the back.

These are shipped in special packaging that includes a studded mask printed on the black box.

The styles available at Gucci stores and its wholesale partners also have similar imagery, including a depiction of an alien mask. The text on the backs of these shirts varies, including just the Gucci brand name, the manifesto or the entire press release from the show.



Gucci's fall/winter 2019 collection. Image credit: Gucci

Along with the retail collection, Gucci is giving consumers the ability to try on the masks themselves through an augmented reality feature of its mobile application. They can snap photos of themselves modeling the masks worn by models during the runway show, allowing them to be part of the concept.

Gucci is also getting the word out through Art Walls in key neighborhoods including New York's SoHo, East London, Milan's Corso Garibaldi and Hong Kong's Lan Kwai Fong. Other Art Walls will be going up in Mexico City and Shanghai.

The Manifesto collection is hitting retail as Gucci's campaign for the season breaks. Gucci is celebrating the creative rituals of the fashion industry in its vintage-inspired effort for fall/winter 2019.

"Gucci Prt-Porter" is the newest artistic collaboration between the brand's creative director Alessandro Michele and photographer/director Glen Luchford. The film's narrative reminisces on the process behind fashion, from sketching to fittings, and concludes in an intimate fashion show ([see story](#)).

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