

APPAREL AND ACCESSORIES

## Gucci focuses on diversity within with new role

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*Gucci Manifesto fall winter 2019. Image credit: Gucci*

By STAFF REPORTS

Italian fashion label Gucci is concentrating on diversity and inclusion on a global scale with a new hire.

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Rene E. Tirado takes the position of global head of diversity, equity and inclusion, as part of the brand's new strategy. Gucci states that her role will include designing and implementing a plan for a more inclusive workplace worldwide.

### Inciting inclusion

Ms. Tirado will report to CEO Marco Bizzarri and is headquartered in New York for her position. She will be directly involved in the recruitment process and the way Gucci reviews and promotes internal associates.

The global head of diversity, equity and inclusion also oversees Gucci's Cultural Awareness Learning Program for all global employees, the Global Multicultural Design Fellowship Program, the Internal Global Exchange Program and Employee Resource Group. She will make sure that Gucci's operations adhere to its parent company Kering's overall vision.

"I am in the business of making human connections that start with the foundations of inclusivity, respect and diversity to ensure Gucci remains culturally and economically competitive," Ms. Tirado said in a statement. "I am honored to join a company that puts these non-negotiable values at the forefront of their business model, not as a nice to have' but as a key component of its business strategy.

"Diversity is on the agenda of many companies, but Gucci has now assumed a leadership role in the industry through the breadth of initiatives it is undertaking and the prioritization it has placed on it as a part of the overall business," she said.



*Ms. Tirado joins Gucci. Image credit: Gucci*

Gucci believes that sustainability, diversity and emotionality are the pillars that make up modern luxury, as it works to make sure inclusivity is at its core.

In a conversation with *Vogue* International editor Suzy Menkes at the Cond Nast International Luxury conference, Gucci CEO Marco Bizzarri and model and collaborator Naomi Campbell revealed that the label is launching a fellowship program in a number of schools to help become a staple in inclusion. The CEO believes that the brand's recent misstep with a sweater design which many believed was offensive was extremely unfortunate but was a learning experience for the label that was then turned into something positive ([see story](#)).

This new appointment stems from the misstep and new initiative.

Ms. Tirado also becomes a member of Gucci Changemaker Council, a committee focused on diversity advancement.

"Since 2015, Alessandro and I have worked to put culture self-expression and inclusivity at the center of what we do. I strongly believe diversity empowers creativity," Mr. Bizzarri said in a statement. "All that we have accomplished has been driven by these values.

"This appointment is a fundamental building block to further our commitment and support the initiatives already in place," he said. "As a learning organization, we have challenged ourselves over the last few months to accelerate our vision to develop a stronger organization.

"I am confident that Rene will help us create the meaningful change we want to see not only in our company but in the fashion industry."

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