

APPAREL AND ACCESSORIES

Gucci, sending message, picks San Francisco for its Cruise 2021 collection fashion show

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San Francisco is a creative hub adjacent to Silicon Valley and Napa Valley

By LUXURY DAILY NEWS SERVICE

Alessandro Michele put his finger on the map and picked San Francisco as the host of Gucci's Cruise 2021 collection presentation in affirmation of the alignment between the creative director and the Northern Californian city's liberal-activist values.

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Gucci, a Florentine brand, under Mr. Michele has used locations and debuted styles to reflect values that he admires.

"This spirit represents Alessandro Michele's vision for Gucci: the acceptance of diversity and the right to be oneself," the company said in a statement.

"Unveiling the collection in the city will also reconnect him with his most personal *raison d'être*: a celebration and validation of self-expression, emancipation and ultimately, freedom."

Heart set

Gucci is French luxury conglomerate Kering's flagship brand, and part of a portfolio that includes Bottega Veneta and Alexander McQueen.

To be hosted May 18, the Gucci Cruise 2021 fashion show will follow in the footsteps of its predecessors.

In the past five year, Gucci has held its cruise collection shows in historically and culturally significant places such as the Dia-Art Foundation in New York, Cloisters of Westminster Abbey in London, Palatine Gallery in Palazzo Pitti in Florence, Promenade Des Alyscamps in Arles and the Capitoline Museums in Rome.

Along for the ride

Mr. Michele is known to set the cat among the pigeons.

The choice of San Francisco comes three weeks after Gucci debuted its spring summer 2020 ad campaign as a fantastical trot down 1970s and '80s nostalgia, with era-appropriate cars, props and attired models. Did we forget the

horses?

In keeping with Mr. Michele's metaphysical musings and otherworldly interpretations, horses are front and center of the new ad campaign for Gucci, titled "Of Course a Horse" ([see story](#))

Of course, it is a reminder of the equestrian lineage of Gucci with a twist. Is the horse a pet, family member, therapy aid or incarnation of some love-messaging deity, as Gucci puts it?

Maybe all, maybe none if one has to believe.

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