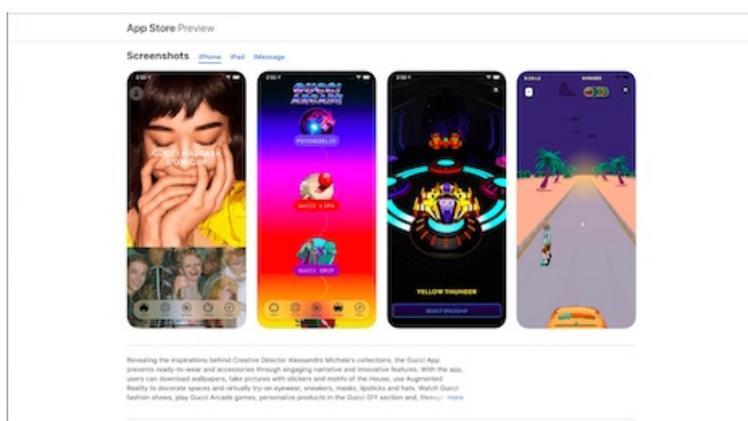


APPAREL AND ACCESSORIES

## Gucci relaunches mobile app infused with the spirit of Alessandro Michele

March 24, 2020



*Gucci's new app immerses users in creative director Alessandro Michele's world of nostalgia blended with fantasy, color and vim. Image credit: Gucci, Apple*

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci has given a complete makeover to its mobile app, undaunted by the gloom and panic surrounding the COVID-19 coronavirus.

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The redesigned app, clearly reflecting the ethos of Gucci creative director Alessandro Michele, is meant to increase user engagement with stories, wallpaper downloads and taking pictures with stickers and Gucci motifs.

Gucci's app relaunches a week after the brand said it would close all stores in the United States and Canada as a precaution against the spread of COVID-19 ([see story](#)). Now, all its stores in the United Kingdom are shut for three weeks as the country enters a national lockdown phase.



Users can download the latest collection's looks. Image credit: Gucci

### Brand immersion

Gucci has turned to tech to redesign its mobile experience. The app will also deploy augmented reality to decorate spaces with the Gucci Decor collection.

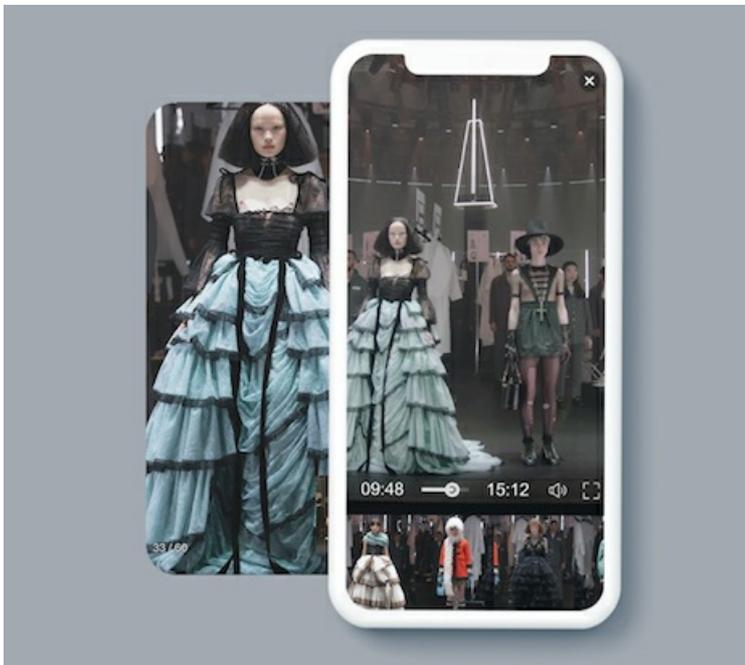
With AR, users will be able to virtually try on Gucci eyewear, new sneakers, masks, hats and Gucci Beauty lipsticks. Consumers can take a picture and also share it with others.



Augmented reality plays a key role in the new Gucci app. Image credit: Gucci

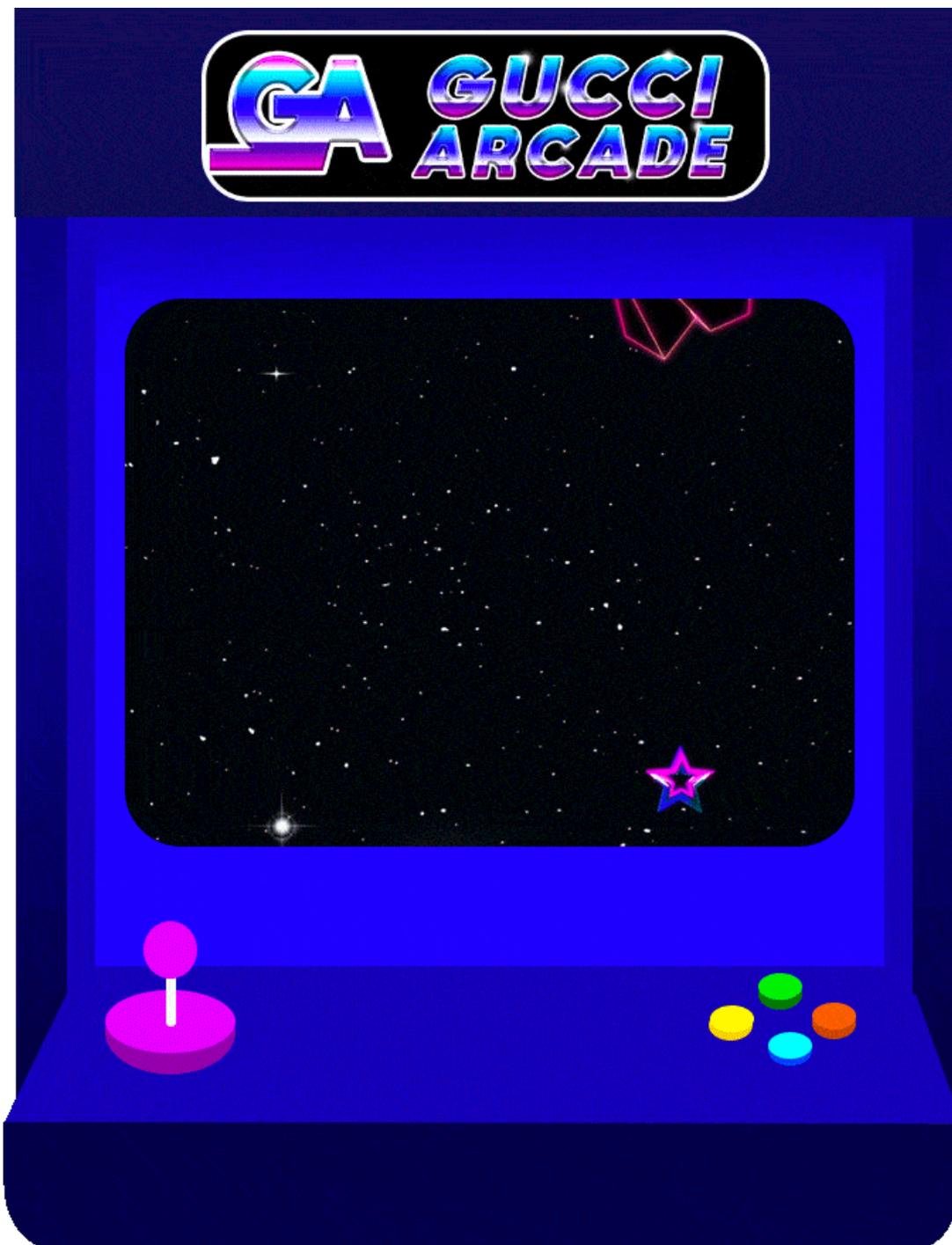
Special sections such as Gucci Places will allow users to explore locations such as England's Chatsworth House, home to the 12<sup>th</sup> Duke of Devonshire, and Gucci Garden in Florence, all places associated with the brand.

The Gucci Runway section of the app will let users watch live-streams of Gucci fashion shows. Live-streams have seen an uptick since the COVID-19 coronavirus outbreak restricted public gatherings.



*Users can watch the live-streams of Gucci runway shows on the app. Image credit: Gucci*

Finally, users can also play with vintage-inspired Gucci Arcade video games with the neon-lit spaces of GG Psychedelic.



*Inspired by vintage video games, the neon-lit spaces of GG Psychedelic let users play arcade games on the app. Image credit: Gucci*

ABOVE ALL, the app will let users shop the looks of the latest collections, albeit driving consumers to Gucci.com to make the purchase.

Gucci is French luxury group **Kering's** flagship brand and one of the most digitally savvy in the luxury world.

.@beautypapersmag stars @Harry\_Styles who collaborated for the new issue that responds to the shrinking freedoms of our world with an explosion of individuality, creativity, diversity and unity. Video by #CasperWackerhausenSejersen. Styling by @harry\_\_lambert.

#AlessandroMichele pic.twitter.com/QPmiuBwWma

gucci (@gucci) March 17, 2020