

APPAREL AND ACCESSORIES

Gucci introduces new digital gifting service in time for Mother's Day

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Gucci Love Notes

Gucci has rolled out a new digital gifting service in time for Mother's Day. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

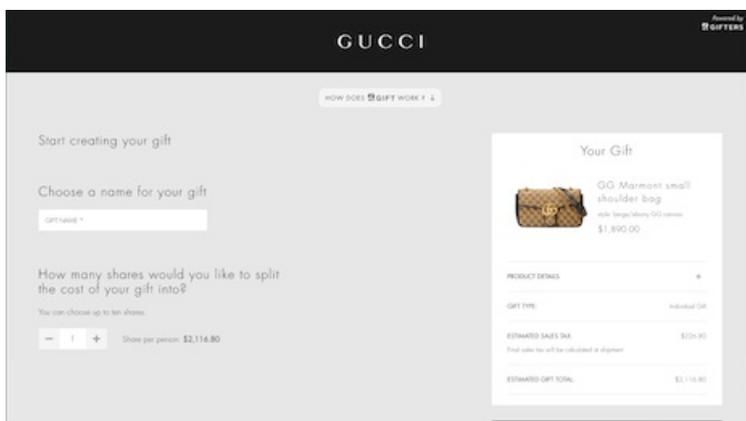
Italian fashion label Gucci has debuted a new digital gifting service to make up for the loss of access to its bricks-and-mortar store network that is shut down in most markets due to COVID-19 lockdowns.

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Called 4Gift, the service allows consumers to select, schedule and send a gift on the Gucci.com Web site.

Gucci is using technology from Italy's [4Gift](#) to power its digital gifting service that lets consumers make a team gift or just solo.

Part of the Kering group, Gucci is known for pushing the envelope in marketing, product, collaborations and technology.



Shoppers can gift as a team and split costs among themselves or go solo as part of the new Gucci 4Gift online ordering service. Image credit: Gucci

Mum's the word

The new capability comes ahead of Mother's Day, which is a major gifting occasion on the luxury brand calendar.

Gift recipients can fine-tune their gift by specifying their size and preferred color, exchanging it with another product of the same value and selecting their delivery address.

A group can easily send a gift together or an individual can send the gift solo.



The Gucci campaign for Mother's Day promoting the new digital gifting service which allows gift-givers to split costs if they choose to. Image credit: Gucci

Gucci has put together a [curated online collection of Mother's Day gift ideas](#) such as handbags, jewelry, beauty products, fragrances, belts and silks.

Brands such as Gucci are relying solely on online, app, personal shopper and phone-in sales as most countries have still not signed off on reopening businesses.

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