

APPAREL AND ACCESSORIES

Gucci to unveil Epilogue collection via live-streaming

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Gucci's Epilogue event is scheduled for broadcast July 17 on the last day of the inaugural Milan Digital Fashion Week across several digital platforms. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Gucci creative director Alessandro Michele will present his Epilogue collection through a live-streaming event accompanied by the release of a visual narrative feature.

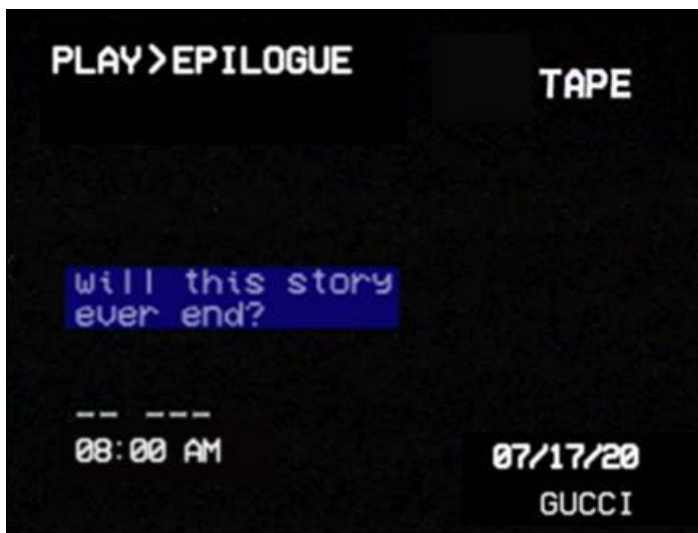
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The event is scheduled for broadcast July 17 on the last day of the inaugural Milan Digital Fashion Week across several digital platforms, including Gucci.com, the Gucci app, YouTube, Weibo, Facebook and Twitter.

"Casting the team from his design office, the Epilogue will be presented through a unified collection, with the seeds of what will be the near, imminent future," Gucci said in a statement.

The COVID-19 coronavirus crisis has opened a whole new world of live-streaming, embraced worldwide from China to Europe, Asia Pacific, Africa, North America and the Middle East.

Restrictions on gatherings have turned many events to digital formats, although Dior will present in-person as are Nordic fashion brands in Scandinavian shows.



Gucci's Epilogue will be another playful experimentation aimed at upending traditional fashion rules and perspectives. Image courtesy of Gucci

At the end

The exclusive Epilogue narrative feature will run at 2 p.m. CEST during the 12-hour live-streaming starting at 8 a.m. CEST. It will air on [Gucci.com](https://www.gucci.com), YouTube, Twitter, Instagram, Facebook, Weibo, the Gucci app and the CNMI official channels.

Mr. Michele had previously announced his intentions to write an epilogue as a conclusive chapter in the narrative arc that kicked off with his last fashion show, "An Unrepeatable Ritual," when he marked the magic of fashion by disclosing what lies behind the curtains of a much-loved liturgy.

Epilogue will be another playful experimentation aimed at upending traditional fashion rules and perspectives.

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