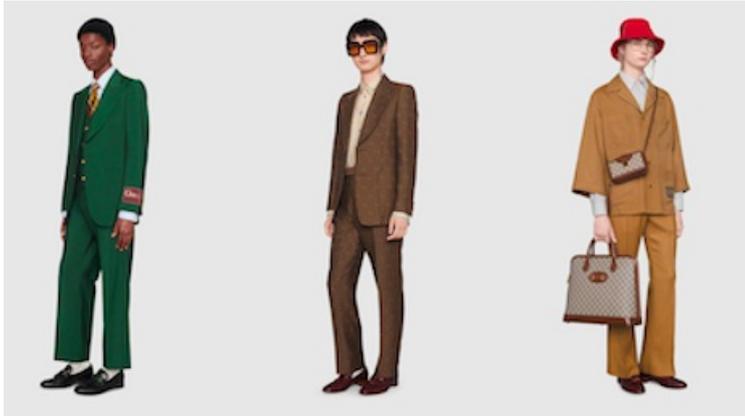


APPAREL AND ACCESSORIES

Gucci curates genderless collections through MX Project

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Gucci MX includes selected pieces from the label's pre-fall and fall/winter 2020 collections. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci is emphasizing self-expression with the introduction of the MX Project, a curated collection of genderless apparel, accessories and footwear.

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Designed by Gucci creative director Alessandro Michele, the MX collection favors fluidity instead of static depictions of femininity and masculinity. The genderless effort is first by a legacy luxury label.

"Gucci's collections set out to deconstruct preconceived binaries and question how these concepts relate to our bodies," the brand explained on its Web site.

Gucci MX

The launch of Gucci MX includes selected pieces from the label's pre-fall and fall/winter 2020 collections.

Standouts include a red corduroy bomber jacket, '70s-inspired flared pants and handbags from the Jackie 1961 release. Footwear includes Mary Janes and loafers with varying heel heights.

While size guides still reflect whether individual ready-to-wear pieces originated from the men's or women's collections, shoppers are encouraged to take their body measurements for the best possible fit.



Gucci MX selections appear in a comic strip by artist Melek Zertal. Image credit: Gucci

To promote the MX Project, Gucci enlisted artist Melek Zertal to create a comic strip for Issue 4 of Frankenstein Magazine. The publication will be published in September, but panels featuring the characters Nokia, Gemini and Athon have already been shared on social media, including Gucci's official accounts.

The comics pull double duty, with characters wearing Gucci MX while the dialogue and plot reflects the brand's gender fluid philosophy.

"Gender identity is not something static, instead it is dynamic and it is constituted by our daily behavior and self-expression," says a professor in one scene, while wearing a long, brown GG rhombus jacquard coat and Gucci eyewear.

In another panel, the main characters stroll through Paris and share their anxieties about writing personal essays about their "identity" for class.

Increasingly, the fashion world has been moving in a direction towards gender-natural or genderless styles.

For instance, Gucci Off The Grid, the first collection from Gucci Circular Lines that is made out of sustainable materials, is also comprised of genderless luggage, accessories, footwear and ready-to-wear ([see story](#)).

Beyond Gucci, U.S. department store chain Nordstrom launched its first genderless collection in celebration the LGBTQIA community. BP. Be Proud features a range of silhouettes designed for people of all gender identities ([see story](#)).

This summer, the British Fashion Council also debuted its first all-digital, gender-neutral London Fashion Week ([see story](#)).