

APPAREL AND ACCESSORIES

Gucci celebrates self-discovery with The North Face collaboration

December 22, 2020



Gucci goes on an adventure with a new collaboration with The North Face. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci released a new nature-inspired campaign showcasing its collaboration with outdoor recreation brand The North Face.

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Based on the notion that travel leads to self-discovery, the collaboration aims to empower people in their quest to celebrate and express their own characters and personalities. Gucci and The North Face are expanding their creative footprints and continuing in efforts to spread the spirit of curiosity and exploration.

Adventure in fashion

Whether literal exploration of places and cultures or the more metaphorical adventures encouraged today by creative director Alessandro Michele, Gucci has always catered to the curious, presenting its clothes as tools that push the wearer into different territories.

Since its founding in San Francisco in 1966, The North Face has committed to pioneering product innovation and enabling all forms of exploration. To promote its new partnership, Gucci creative director Alessandro Michele conceived a campaign shot by Daniel Shea, set in the Alps.

Through a series of still images and film, as well as short form content created for TikTok, the campaign follows a group of Gucci-clad hikers through a trip to the great outdoors. The forests and mountain peaks of the region provide a scenic backdrop to the imagery.

The ready-to-wear collection features goose-feather down padded coats, bombers and vests as well as shirts, skirts and jumpsuits, with outerwear silhouettes and equipment inspired by The North Face original designs from the 70s. Also included are quilted jackets, nylon shirts and skirts and windbreakers; refined silk-twill bowling sets, skirts and chemise dresses; T-shirts, sweatshirts and a fleece jacket.



Gucci x The North Face T-shirt featuring the new logo. Image courtesy of Gucci

Many of the pieces have the new The North Face x Gucci logo incorporated into their designs. This combined logo, which features The North Face three curved lines and the famous green-red-green Gucci Web stripe, is also found on a dedicated label.

There are eight new graphic patterns for the luggage elements, designed in collaboration with The North Face, all featuring bright colors and a variety of Gucci motifs or versions of the new logo. Two new backpacks and two new belt bags feature these exclusive prints.

The shoe is a gender-neutral hiking boot with a chunky and sturdy Goodyear-welted sole. The boot comes in three colors of leather, features eyelets and rope-like striped laces, as well as The North Face x Gucci logo prominently displayed on the side.

The North Face x Gucci Collection is in line with the commitments of both the two brands to eco-sustainable activities. Luggage contains Econyl, a nylon fabric sourced from regenerated materials that can be recycled and recreated, aiding in decreasing its ecological footprint.

Debuting in China, the collection will be distributed through distinctly designed stores and ephemeral Gucci Pins, where the special bright floral patterns of the range will be used to dress the spaces and effect faade takeovers. A limited selection of The North Face x Gucci pieces will also be available on [gucci.com](https://www.gucci.com), with some online exclusives.

Gucci recently announced its partnership with luxury ecommerce platform Alibaba's Tmall Luxury Pavilion in an effort to expand its reach in China. It will open two digital stores on Tmall's Luxury Pavilion, selling its fashion collections in a digital flagship starting Dec. 21 and its beauty collection in February in a bid to expand its online footprint and reach Alibaba's 750 million consumers ([see story](#)).

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