

APPAREL AND ACCESSORIES

Gucci follows up North Face collaboration with documentary

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

By LUXURY DAILY NEWS SERVICE

Italian fashion brand Gucci is celebrating the drop of its North Face collaboration with a dedicated documentary.

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Following the reveal of The North Face x Gucci collection in December, Gucci has commissioned artist Sean Vegezzi to explore the idea of literal and metaphorical adventures through film. In the theme with the collection campaign, the short documentary film pays tribute to the spirit of exploration.

The North Face x Gucci documentary

Mr. Vegezzi brings his passion for the outdoors to the Alps and creates a world where beauty and function coexist.

The nearly two-minute film reveals pieces of the collaborative collection from the perspectives of those who created them, such as through conversations with Gucci creative director Alessandro Michele and North Face design manager David Whetstone. Insights from the design team, product developers and skilled craftsmen are also shared.

North Face x Gucci documentary

Shot in the Dolomites, the Sierra Nevada, Rome and New York, the documentary includes a range of powerful landscapes and imagery. Additionally, it reveals the history and cultural influence that led to The North Face's success as an outdoor brand.

The film shows an alternative lifestyle in the great outdoors and invites the viewer to look at the creation processes behind the collection.

The North Face x Gucci collection will be available first in pin locations in Brooklyn, Los Angeles, San Francisco, Chicago and Toronto, beginning Jan. 6 and will be available online as well as in select Gucci locations beginning in mid-January.

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.

The collection is in line with the commitments from both brands to eco-sustainable activities. For instance, the luggage contains Econyl, a nylon fabric sourced from regenerated materials that can be recycled and recreated, aiding in decreasing its ecological footprint ([see story](#)).

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