

APPAREL AND ACCESSORIES

Gucci launches North Face collaboration online

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The collaboration first launched in China, before debuting online. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion brand **Gucci** has made its new collaboration with outdoor recreation brand **The North Face** available on its ecommerce site.

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The ready-to-wear collection features goose-feather down padded coats and vests as well as shirts, shorts, backpacks and jumpsuits, inspired by The North Face original designs from the 70s. Also included are quilted jackets, scarves, hats and windbreakers, skirts, chemise dresses, T-shirts and sweatshirts ([see story](#)).

Adventure capsule

For both men and women, the North Face x Gucci Collection meets the two brands' commitments to eco-sustainable activities. It was curated by Gucci's creative director Alessandro Michele.

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.



The limited-edition collection includes gender-neutral hiking boots which retail for \$1,490. Image credit: Gucci

The North Face x Gucci medium backpack, meanwhile, retails for \$1,790 and is made of ivory-recycled nylon while a multicolor floral silk twill dress retails for \$4,200.

There are also 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 backpacks and two new belt bags feature these exclusive prints.

Earlier this month, Gucci teased the drop of its North Face collaboration with a dedicated documentary.

The nearly two-minute film reveals pieces of the collaborative collection from the perspectives of those who created them, such as through conversations with Mr. Michele and North Face design manager David Whetstone ([see story](#)).

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