

APPAREL AND ACCESSORIES

## Gucci features Ken Scott's florals in Epilogue collection

February 18, 2021



*Gucci is incorporating the work of designer Ken Scott in the brand's Epilogue collection. Image courtesy of Gucci*

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci has announced it is incorporating archival work of designer Ken Scott in the brand's newest Epilogue collection.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Mr. Scott's style is known for its floral flare which he cultivated in Milan in the '60s and '70s. The designer has been nicknamed "the gardener of fashion," as he often included flowers in his creations including peonies, roses, poppies and sunflowers.

"Ken Scott was a really great creator of fabrics," said Alessandro Michele, creative director of Gucci, in a statement. "He mapped out flowers with romanticism and flowers into pop culture.

"He treated flowers like shop signs, he multiplied them, turned them into something that stood out," he said.

### Floral fashion forward

Gucci revealed the collection in a campaign set in a room filled with floral arrangements and other botanical motifs. The models wear products from the collection, featuring Ken Scott patterns.

The campaign was conceived by Mr. Michele and shot by photographer Mark Peckmezian to highlight the range of the collection.

The Gucci podcast will be commemorating the launch of the pieces with a special episode featuring Shahidha Bari, writer and professor of fashion cultures and histories at London College of Fashion at the University of the Arts London.

Womenswear items featuring Mr. Scott's florals will include a coat, T-shirts, sweatshirts, undergarments, skirts, blazers, flowing dresses and more. Menswear will feature a coat, Palace jacket, suit, down-padded outerwear, bowling sets and tracksuit sets.

Known as the fashion gardener' for his botanical prints, Ken Scott was an American designer

residing in Milan in the 60s and 70s. For [#GucciEpilogue](#), [#AlessandroMichele](#) chose prints from Scott's archive appearing in a special campaign shot by [@MarkPeckmezian](#).

[#GucciKenScott pic.twitter.com/8bw90hE124](#)

— gucci (@gucci) February 18, 2021

*The collection includes accessories such as shawls, silk carrs, headbands and more.*

The Gucci Ken Scott collaboration will also include shoes, including a black cotton base fabric with the initials KS and GG in gold lettering, complete with gold and silver flowers for menswear. Women's shoes and boots will feature four different Ken Scott prints, all in signature floral style, detailed with micro Ken Scott and Gucci script logos.

The collection also includes accessories such as shawls, silk carrs, headbands and more.

Gucci is no stranger to collaborations involving floral options.

Gucci has made its collaboration with outdoor recreation brand [The North Face](#) available on its ecommerce site. The North Face x Gucci floral silk twill dress retails for \$4,200 ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.