

APPAREL AND ACCESSORIES

Gucci launches charitable t-shirt capsule

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Designer Tommey Walker owns fashion brand VS. Everybody. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion brand Gucci has partnered with Detroit designer Tommey Walker and his brand Detroit vs. Everybody on a limited-edition t-shirt collection.

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Through its social impact initiative Gucci Changemakers, the brand is furthering its commitment toward fostering unity in 11 U.S. cities. Each limited-edition T-shirt will be sold exclusively in the city it supports, and a charitable donation will be made to benefit local non-profit partners to further fuel positive social change.

"My partnership with Gucci is a dream come true, not just for me and my team, but also for celebrating the city of Detroit's cultural richness and innovation," Mr. Walker said, in a statement. "I've long admired the creative genius that is Alessandro Michele and am honored and humbled that Gucci respects my work.

"Detroit vs. Everybody' and Gucci share the same unifying ethos, to bring people together for a greater good and to transform a feeling into a cultural moment."

Gucci vs. Everybody

The collaboration utilizes Gucci's fabric and raw materials and the VS. Everybody graphic to highlight the vision shared between the two brands. Mr. Walker's signature logo has been reimagined to celebrate the Gucci Changemakers focus cities: Atlanta, Chicago, Detroit, Houston, Los Angeles, Miami, New Orleans, New York, Philadelphia, San Francisco and Washington D.C.

In its third year, Gucci Changemakers provides donations to non-profits within the 11 cities, which support social change and help to build strong connections and opportunities within communities of color.



The collection includes 11 cities across the United States. Image courtesy of Gucci

Additionally, a donation will be made to the 2020 and 2021 Gucci Changemakers North America Impact Fund winners, who are focused on key social impact areas including social justice and equity, arts and culture, health equity and wellness and education.

The partnership with Mr. Walker is the first time Gucci has introduced a product collaboration under the Changemakers umbrella.

To support the project, Gucci partnered with a local Detroit production house to create a video highlighting Mr. Walker's story and the influence of the VS. Everybody brand. The video showcases the Detroit community and local changemakers such as Bakpak Durden, a mural artist who created a custom painting depicting the partnership.

Each of Gucci's flagship boutiques in the 11 U.S. Changemaker cities exclusively carry their respective T-shirts in limited quantities, but the full collection is also available on Gucci's ecommerce site. The T-shirts retail for \$390.

In June 2020, Gucci announced the inaugural class of its North America Changemakers Scholars as part of its \$1.5 million scholarship program to help financially strapped undergraduates pursue a career in fashion. Created in 2019, the program primarily focuses on students from diverse backgrounds who live or study in one of the 12 Gucci North America Changemakers cities: Atlanta, Chicago, Detroit, Houston, Los Angeles, Miami, New Orleans, New York, Philadelphia, San Francisco, Toronto and Washington, D.C. ([see story](#)).