

APPAREL AND ACCESSORIES

Gucci to offer COVID-19 vaccinations to employees

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Gucci's headquarters in Milan. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci is aiding Italy's sluggish vaccination rollout by offering its employees vaccinations.

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Women's Wear Daily is reporting that Gucci is joining an initiative by Italy's association Confidustria, the main association representing manufacturing and service companies in Italy, to accelerate vaccine distributions. Once Italian national and health regulations permit, Gucci will open its corporate offices and facilities to vaccinate more than 6,000 employees from its offices, factories and retail.

"The pandemic challenged all of us with unexpected issues," said Marco Bizzarri, CEO of Gucci, in a statement. "Since the beginning, we have put people at the center and launched initiatives to protect our communities: from our employees to our suppliers, also offering support to healthcare professionals and the most vulnerable communities.

"As the vaccination campaign accelerates, our commitment to the country where Gucci was born Italy grows," he said. "We are therefore extremely proud to open the doors of our corporate offices and facilities to the vaccination campaign."

Part of the plan

Gucci's current initiative is part of the Progetto Prevenzione Attiva Active Prevention Project launched in July 2020 in collaboration with Professor Andrea Crisanti, the University of Padua, the Luiss University of Rome and the Innovation Pole of Genomics, Genetics and Biology of Siena.

The project is aimed to further increasing the safety of Gucci's workplaces, offering procedures that monitor the level of risk of COVID-19 exposure for its employees. This monitoring could lead to disparate detection measures like nose and throat swabs.

This program has been adopted by the other Kering companies in Italy.

Last December, Gucci showed its philanthropic side by making a sizable donation to UNICEF USA to support COVID-19 vaccination programs. The Italian fashion house awarded a donation of \$500,000 to the nonprofit to allow for the distribution of the COVID-19 vaccine in vulnerable communities ([see story](#)).

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