

APPAREL AND ACCESSORIES

## Gucci collaborates with 100 Thieves for limited-edition backpack

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*Gucci and 100 Thieves Gaming collaborated on an exclusive backpack. Image courtesy of Gucci*

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci is delving further into the gaming world through a new collaboration with 100 Thieves, a gaming organization and lifestyle brand.

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Gucci and 100 Thieves are drawing on their shared values of freedom and self-expression in creating an exclusive backpack. The backpack is now available and part of a numbered limited edition run of only 200 pieces.

100 Thieves, 200 backpacks

The limited-edition backpack is part of the Gucci Off The Grid collection and is made from recycled and sustainably-sourced materials. It features a new shade of bright red and a distinctive circular patch highlighting the 100 Thieves logo.

To promote the new product, photographer and director guy Aroch shot a photo series of seven of the 100 Thieves content creators Valkyrae, Neekolul, BrookeAB, Nadeshot, CouRageJD, Yassuo and Kris London as well as two of its pro players, Ssumday and Kenny.

*The limited-edition backpack is made with made from recycled and sustainably-sourced materials, including Econyl*

As part of the Gucci Off The Grid initiative, the new backpack aims to be a reflection of the companies' shared commitment to respect for the environment.

Last year, Gucci partnered with Grimcookies and Harrie, two Sims custom creators, to recreate its Off the Grid capsule collection for the iconic video game. This was the first partnership of its kind for Gucci ([see story](#)).

The backpack is priced at \$2,500 and is available on the Gucci website and at its Beverly Hills store.

Gucci continues to make notable strides in continuing its connection and relevancy to the gaming world.

In May, Gucci partnered with online gaming platform Roblox for an interactive virtual exhibit celebrating Gucci Garden Archetypes.

The virtual Gucci Garden space replicated the physical, multimedia experience that recently debuted in Florence. Users were able to explore the immersive space through avatars as well as purchase exclusive, limited-edition avatar items ([see story](#)).

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