

APPAREL AND ACCESSORIES

## Gucci, Azde Jean-Pierre honor Haiti with knitwear collaboration

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*The campaign film for Azede Powered by Gucci follows a Caribbean romance. Image credit: Gucci*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci and Haitian-American designer Azde Jean-Pierre are bringing a fresh approach to knitwear with a new collaboration, Azede Powered by Gucci.

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Gucci and the designer are touting the partnership with a dreamy short film, showcasing the knitwear-focused, limited-edition selection of reimagined classics, influenced by the beauty and nature of Haiti. The capsule collection is available at Gucci's Wooster boutique in New York and Dover Street Market in Los Angeles.

Forever days

The short film introducing Azede Powered by Gucci opens with a couple dancing closely together, portrayed by models Alton Mason and Riley Montana. They sport elegant black and white knitwear tops as their bodies move together to an original reggae-laden soundtrack by Haitian rapper Wyclef Jean.

The couple then stands separately. Mr. Mason wears an ivory cardigan and stares into the sun, while Ms. Montana wears a black knit top with white stripe accents as she extends her arms, sensually dancing in front of a pink mural with swans.

*Presenting Azede Powered by Gucci*

Fatima Robinson choreographed the film. Other ensembles featured include a two-piece powder blue knit set and an ivory white dress.

The lyrics of the soundtrack reflect the timelessness of the collection.

"When I look into your eyes, I can see forever days," the song bellows.

Ms. Jean-Pierre and her team designed the collection with the designer's Haitian connections in mind, the selection featuring a palette of blues and the colors of sand, an ode to the country's beautiful nature.

To celebrate the debut of the limited-time collaboration, Gucci will host a pop-up event at its Wooster store during New York Fashion Week.

Gucci will also make a donation to the nonprofit CORE, which supports emergency relief, community building and other work in Haiti.

The Italian fashion label often works with emerging and independent artists and designers for special collections.

In 2018, the brand launched Gucci Hallucination, created in collaboration with Spanish artist Ignasi Monreal. The limited-edition collection contained only 200 copies of a T-shirt and 100 of a sweatshirt design, each individually labeled and featuring art and design from Mr. Monreal ([see story](#)).

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