

APPAREL AND ACCESSORIES

Gucci continues centennial celebration with Saks, Mattel

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Gucci 100 celebrated in the center six windows of Saks Fifth Avenue. Image credit: Pablo Enriquez

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Gucci** is continuing the celebration of its 100th anniversary with help from toy manufacturer Mattel and Saks Fifth Avenue.

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Saks Fifth Avenue is serving as the exclusive US wholesale partner for the Gucci 100 collection, as Gucci 100 is taking over the department store's center six windows on Fifth Avenue through Oct 13. Additionally, starting Oct. 18, Mattel will be distributing a Hot Wheels collectible honoring Gucci, a scale model of the iconic "Seville by Gucci" Cadillac.

"This epic and unexpected collaboration between Gucci and Hot Wheels reinforces that toys are a canvas that reflect pop culture, fashion and design," said Richard Dickson, president and chief operating officer of Mattel, in a statement.

"We are thrilled to celebrate and honor Gucci's incredible 100th milestone with an artistic take on a limited-edition Hot Wheels, reinforcing the significance of Toys as Art."

Gucci in myriad forms

From show-stopping displays in store windows to collectible cars, Gucci is exploring all avenues in celebrating its 100th anniversary.

The Saks Fifth Avenue window display is complementing Gucci 100's dedicated pop-ups throughout the country, showcasing the collection in an immersive, multi-dimensional environment. The display revolves around the juxtaposition of classic architectural details and modern approaches including LED and reflective floors.



The Hot Wheels x Gucci Cadillac Seville will be available on Mattel Creations and at select Gucci stores worldwide on Oct. 18. Image courtesy of Mattel Creations

Paying homage to the original collaboration between the fashion house and GM to create the Cadillac Seville designed by Gucci, the limited-edition Hot Wheels x Gucci Cadillac Seville is a symbol of the expression and flair of the 1970s and Gucci's renowned forward-thinking. The offering will be available on Mattel Creations and at select Gucci stores worldwide on Oct. 18.

Gucci is celebrating the connection between fashion and music in a joyful centennial campaign with a new short film.

In "Gucci 100," the brand reflects on stand-out musical moments from the last century. In a multichannel extension of the campaign and collection, Gucci has also launched immersive pop-ups in several locations ([see story](#)).

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