

APPAREL AND ACCESSORIES

Gucci shows love' to Hollywood with upcoming runway show

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The last Gucci Overture campaign took place in California. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci is heading to Hollywood for its next runway show.

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Creative director Alessandro Michele will present his next collection, "Gucci Love Parade," in Los Angeles in November. During his tenure at **Gucci**, the creative director has often looked to Hollywood and popular culture for inspiration.

Setting the scene

Gucci is set to parade down Hollywood Boulevard on Nov. 2. The show will take place in front of the iconic TCL Chinese Theater, according to *Women's Wear Daily*.

The label arrives in Los Angeles as the city continues to recover financially from the COVID-19 pandemic.

Los Angeles is a Gucci Changemakers city

Through the Gucci Changemakers program, part of the Gucci Equilibrium commitment to generate positive change, the label will make a significant donation to address homelessness and mental health in the Los Angeles and Hollywood communities.

Los Angeles is one of 12 cities benefitting from the Gucci Changemakers North America Impact Fund ([see story](#)).

The runway show also coincides with the 2021 Art+Film Gala by the Los Angeles County Museum of Art, presented by Gucci. LACMA is set to honor artists Amy Serald and Kehinde Wiley and filmmaker Steven Spielberg on Nov. 6 ([see story](#)).

Gucci, which has moved to a seasonless model for collections, last held a runway in April.

In celebration of Gucci's 100th anniversary, Mr. Michele deeply examined the history of the brand for the "Aria" collection and show. Released April 15, the 15-minute runway film opens with a model walking into a venue called "Savoy Club," a tribute to London's Savoy Hotel, where Guccio Gucci worked as a bellhop ([see story](#)).

That same month, Gucci completed its seven-part Overture of Something That Never Ended short film series with a film-within-a-film focused on the golden coast of California ([see story](#)).

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