

APPAREL AND ACCESSORIES

Gucci unveils Xbox gaming bundle

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Gucci strengthens its presence in gaming with Xbox collaboration. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci has introduced its latest collaborative venture, a branded gaming bundle, with Microsoft's Xbox in its latest gaming push.

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In a continued celebration of its centennial, Gucci joined forces with Xbox, which is celebrating its 20th anniversary, to bring fashion and gaming lovers a limited-edition controller, console and case. Under the creative vision of Gucci's artistic director Alessandro Michele, the brand aimed to fuse technology and tradition by combining Xbox's functionality with Gucci's design language.

Luxury gaming

The brands have unveiled 100 numbered sets, each containing a custom Xbox Series X console featuring a laser-engraved GG pattern and two wireless controllers featuring Gucci's web stripe which all sit within a hard case inspired by Gucci's luggage collections.

The case is covered in the recognizable beige Gucci Supreme canvas. A red and blue web stripe runs around it, while "XBOX" is written on the lid in the brand's signature green.



Exterior of the Gucci, Xbox gaming case. Image courtesy of Gucci

The same color covers the compartmentalized interior. On the bottom of the case are the words "GOOD GAME" in yellow.

Attached to the handle are a yellow leather key holder and luggage tag, portraying both brand logos.

The set will be available on Nov. 17 on Gucci.com, as well as in select Gucci stores in SoHo, Beverly Hills, Mexico City, Beijing, Tokyo, London, Berlin and Milan.

Only 100 Xbox by Gucci systems are being released

For gaming fans and enthusiasts, the exclusive console and its carrying case are a unique, collectible set.

The new Gucci and Xbox collaboration comes after the brand's recent exploration of the world of gaming.

In July, Gucci collaborated with 100 Thieves, a gaming organization and lifestyle brand to create an exclusive backpack founded on their shared values of freedom and self-expression. The backpack was available as part of a numbered limited edition of only 200 pieces ([see story](#)).

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