

APPAREL AND ACCESSORIES

Gucci partners with Billie Eilish for limited-edition gift box

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Billie Eilish announced the collaboration on her Instagram page. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Gucci** is getting into nail art with the help of Grammy Award-winning singer Billie Eilish.

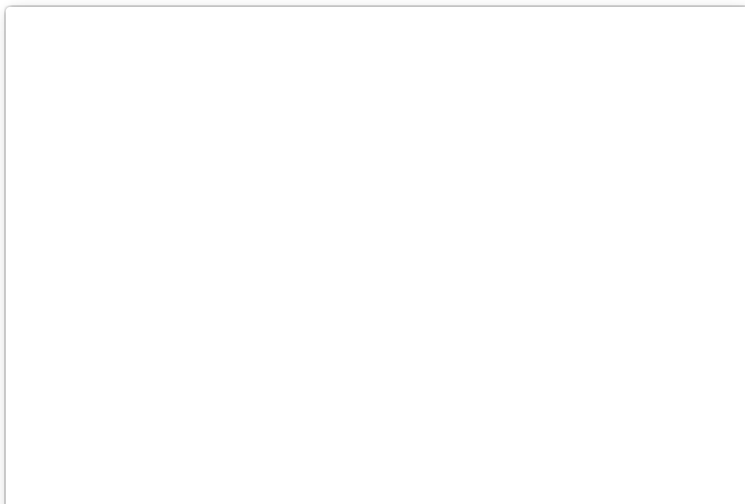
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The singer and label have collaborated on a limited-edition gift box containing her record *Happier Than Ever* on vinyl and sheets of Gucci nail art stickers. The gift set, designed by the label's creative director Alessandro Michele, is available at 10 Gucci boutiques worldwide.

Happier than ever with Gucci

The Grammy winner announced the collaboration centered on the gift box on her Instagram page. She also announced the locations where the exclusive box will be available, including boutiques in Paris, Berlin and Los Angeles.

The partnership explores both the singer and label's celebration of self-expression, creativity and music. The singer's style and talent clearly connect to the codes of the house.



[View this post on Instagram](#)

A post shared by BILLIE EILISH (@billieeilish)

In an ode to sustainability, the vinyl is also made from recycled vinyl scraps from all the colors of the first pressing of the record, making every piece unique.

The entertainer and Gucci have been linked in the past, as she most recently attended Gucci's "Love Parade" in November, which highlighted more than 100 looks. The event held seats for 500 guests in a celebration joining Hollywood and Gucci ethos ([see story](#)).

The first episode of Gucci's Overture Of Something That Never Ended premiered on Nov. 16 and follows Silvia Calderoni an actress, performer, writer, thespian, dancer and the protagonist of the mini-series.

Billie Eilish's latest single "Therefore I Am" plays in the installment ([see story](#)).

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