

APPAREL AND ACCESSORIES

Gucci, GQ Sports celebrate Super Bowl with pineapple collection launch

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Guests at the Gucci, GQ Sports part in Beverly Hills ranged from musicians to athletes. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci and GQ Sports are raising excitement for the upcoming Super Bowl game, starting with a private launch party for the brand's new pineapple collection.

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Kicking off the celebrations, Arizona Cardinals wide receiver DeAndre Hopkins, GQ global editorial director Will Welch and DJ Huneycut hosted an A-list cocktail party at Gucci Osteria da Massimo Bottura in Beverly Hills on Wednesday. The space was transformed using custom furnishings inspired by Gucci's latest pineapple collection, which was unveiled Tuesday.

Pineapple affair

In celebrating the upcoming Super Bowl game, Gucci and GQ Sports invited a number of notable celebrities and athletes to join in celebrating its collection.

Some of the party's guests included Charlie Puth, Chrissy Teigen, John Legend, Diana Silvers, Emmanuel Sanders, Jon Hamm, Austin Ekeler, Lindsey Vonn, St. Vincent, Isaiah Simmons, Usher and more.

Attendees socialized while enjoying music by DJ Huneycut as well as food and drink specialties by Gucci Osteria's Michelin Star award-winning chef Mattia Agazzi.



Pop-up installation for the Gucci Pineapple collection on Rodeo Drive. Image courtesy of Gucci

Mixing collegiate and streetwear aesthetics in a pastel color palette, the Gucci Pineapple collection intends to elicit a light-hearted mood.

The new motif, which includes pineapples and roses, is the central element for a colorful collection of men's ready-to-wear apparel and accessories.

The collection is being showcased in Gucci stores around the world through dedicated window displays and pop-up installations in Beverly Hills, Chicago, Aventura and Ala Moana. The product selection is also available online at [gucci.com](https://www.gucci.com).

It has been a busy week for Gucci, as the brand also announced the opening of Giardino 25, the Italian fashion house's new cafe and cocktail bar in Florence.

Designed by creative director Alessandro Michele, the cafe will open on Valentine's Day. The venue embodies wonder and an inviting sense of harmony, with the colors, scents and joy found from flowers ([see story](#)).

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