

APPAREL AND ACCESSORIES

Gucci reintroduces blue monogram canvas in '70s-inspired campaign

April 25, 2022



Gucci welcomes back a classic blue GG print. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci is drawing from its archives to revisit a blue and beige GG canvas print as part of the Gucci Love Parade collection.

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The blue GG canvas takes center stage in a campaign, imagined by creative director Alessandro Michele and brought to life by Max Siedentopf, where the attention is focused entirely on the design itself with still imagery and a short film depicting a world completely covered in Gucci's recognizable lettering. The palette has been imposed on a series of apparel and accessories for men and women, as well as an extensive selection of luggage.

A world in blue

From the floor to the ceiling, everything within the film set features the signature pattern. The Gucci items blend with the backdrop, only defined by the blue leather trim and the blue-red-blue web stripe.

The blue GG monogram is featured on luggage and handbags, expanding the men's and women's offer as an alternative to the already well-known ebony and beige combination first introduced in 1969.

Originally from the 1970s, the blue GG canvas make its way back in contemporary style

The new color variation, which dates back to the early 1970s, is revealed on a selection of styles from the Ophidia line, such as a trolley in different sizes, a duffle bag, a garment bag, two different backpacks, a hobo bag, a shoulder bag and a belt bag.

In addition, a tote in different sizes, a briefcase and a messenger bag are all presented.

It is also featured across different shoe styles, from slide sandals and slippers to slingback pumps and loafers. Paired with a blue-red-blue web, blue leather trim and silver-toned hardware, the design is also introduced through a selection of styles including the Jackie 1961, the Gucci Horsebit 1955 and the Dionysus.

Items from the GG Blue Canvas collection retail for \$280-\$3,950.

Earlier this year, the label also introduced a new motif, which includes pineapples and roses, as part of the Gucci

Pineapple collection of men's ready-to-wear apparel and accessories. The pineapple motif is incorporated throughout a selection of formalwear, streetwear, sneakers and leather accessories that is inspired by collegiate aesthetics, coats of arms and historical flags ([see story](#)).

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