

APPAREL AND ACCESSORIES

## Gucci swings for the fences with MLB collaboration

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*Gucci has reunited with MLB. Image courtesy of Gucci*

By SARAH RAMIREZ

Italian fashion label Gucci is hitting the field with a new capsule collection in partnership with Major League Baseball.

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Originally introduced in creative director Alessandro Michele's pre-fall 2018 collection, the Gucci x MLB capsule collection has been reanimated for the Gucci Vault. The Vault is the house's experimental online space, featuring a range of vintage Gucci products and new creations in limited quantities.

### Gucci grand slam

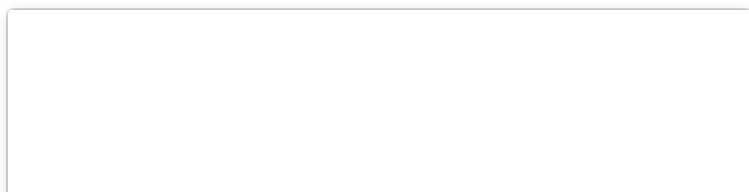
The gender-neutral collection plays with the logos and motifs of four of baseball's most iconic clubs: the New York Yankees, the Los Angeles Angels, the Pittsburgh Pirates and the San Francisco Giants.

Special pieces include a satin jacket with a Giant patch, a shearling baseball hat with a Yankees insignia, a Jackie 1961 small shoulder bag with a Yankees patch and a leather jacket with Angels branding. Gucci motifs are also incorporated, including monogram patches and the signature red and green stripes.

### *Gucci x MLB*

An accompanying short film art directed by Max Siedentopf reveals the capsule collection inside a magical locker room.

As a baseball organ plays "Charge" a nostalgic hallmark of America's pastime inanimate objects seem to take on a life of their own. A vintage pitching machine playfully tosses a velvet Gucci green baseball to a model, while Giants loafers race around a toy track.



[View this post on Instagram](#)

A post shared by Gucci Vault (@guccivault)

*The capsule collection looks to be a hit*

Gucci is not the first luxury label to partner with a professional sports league on a casual capsule collection.

French fashion label Louis Vuitton collaborated with the National Basketball Association for its spring/summer 2021 menswear capsule collection. The NBA's visual identity was matched with Louis Vuitton motifs such as the iconic monogram, where the basketball player's emblem is transformed into an all-over houndstooth on a shirt, pants or suit jacket ([see story](#)).

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