

APPAREL AND ACCESSORIES

## Gucci presents Harry Styles-influenced collection

June 20, 2022



*Alessandro Michele and Harry Styles collaborate on "dream wardrobe" collection. Image credit Alessandro Michele*

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Gucci** has unveiled its latest collection of ready-to-wear apparel born out of the relationship and creativity synergy between creative director Alessandro Michele and singer Harry Styles.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The British pop star and actor has been a friend of the house and face of the brand since 2018 and is now making his debut on the design side of the business. The Gucci Ha Ha Ha collection intends to symbolize the convergence of two imaginative minds and an exchange of values and ideas.

"Harry has an incredible sense of fashion," Mr. Michele said in a statement. "Observing his ability to combine items of clothing in a way that is out of the ordinary compared to the required standards of taste and common sense and the homogenization of appearance, I came to understand that the styling of a look is a generator of differences and of powers, as are his reactions to the designs I have created for him, which he has always made his own.

"I proposed creating a dream wardrobe' with him, starting from those small oddities that come together in childlike visions," he said. "We ended up with a mix of aesthetics from 1970s pop and bohemian to the revision of the image of the gentleman in an overturned memory of men's tailoring."

Gucci HA HA HA

Gucci Ha Ha Ha is a playful collection designed to act as a signal for new ideas of beauty. "HA HA HA" is the combination of the initials "Harry" and "Alessandro."

The two creatives met each other many years ago, as they were both starting their careers as soloists Mr. Michele becoming creative director of Gucci and Mr. Styles releasing his first album since leaving boyband One Direction.



*The collection was both inspired by and created by Mr. Styles, in collaboration with the brand. Image courtesy of Gucci*

Since then, the global pop star and style icon has continuously been involved in Gucci projects, marketing and design. In public appearances, he is almost exclusively seen wearing Gucci pieces.

Jackets, coats, pants, shirts and accessories make up the colorful collection, offering a fluid take on masculinity. The clothes are designed to celebrate the love of the materials as well as their historical significance.

Mr. Styles recently garnered global attention during his performance at Wembley Stadium in London on June 18, wearing Gucci red heart-printed overalls, as he shared an intimate moment with the crowd, tearing up as he thanked his fans.

Beloved by his fans, and seemingly anyone around him, the British heartthrob continuously participates in Gucci projects, bringing major attention to the brand.

In April 2021, the house commissioned the help of some of its famous friends in a late-night talk show campaign that placed its signature handbags in the spotlight.

Hosted by British comedian and talk show host James Corden, Gucci's "Beloved Talk Show" starred Mr. Styles, tennis icon Serena Williams and actors Awkwafina, Diane Keaton, Sienna Miller and Dakota Johnson. Inspired by late-night Hollywood talk shows, creative director Alessandro Michele and photographer and director Harmony Korine have created a distinctive campaign showcasing four of the brand's most iconic handbags ([see story](#)).