

APPAREL AND ACCESSORIES

Gucci unleashes pet apparel and accessories

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Gucci is adorably going to the dogs. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci has unveiled a fetching addition to its lifestyle offerings with a new pet collection.

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The **Gucci Pet Collection** includes a wide range of items for dogs and cats, including collars, harnesses, leashes, feeding bowls and apparel featuring the label's classic motifs. To debut the collection, Gucci released a campaign featuring a cast of four-legged friends.

So fetch

Following the fall 2021 launch of Gucci Lifestyle, the house has looked to incorporate more offerings that reflect a curious and well-lived life. The new pet collection continues that concept by catering to shoppers' best friends.

Gucci Pet includes collars and harnesses in leather, GG canvas, Web stripe or the geometric G print, with details such as the interlocking G logo or studs. Leashes, bag holders and Air Tag cases are also available in the same materials and motifs, for coordinating or mix-and-match aesthetics.

Dogs and cats are going for Gucci

For pets that enjoy dressing up, apparel options include polos, T-shirts, knitwear and coats in bright colors and patterns, including strawberry prints and the Gucci monogram. Pet parents can match with the label's ready-to-wear pieces.

Travel carriers are also available in the GG canvas, as well as feeding bowls in house prints and coordinating feeding mats. Made-to-order options, such as miniature pet couches, also add a Gucci touch to the home.

Reflecting Gucci's commitment to sustainability, the Gucci Pet Collection offers items in recycled polyester, recycled cotton or Demetra, the brand's animal-free leather alternative.

The collection is now available online and in stores. Prices range from \$220 for an Air Tag holder to \$7,500 for a pet bed, with monthly installment payments available through Affirm.

A new campaign with art direction and photography by Max Siedentopf showcases dogs and cats of all sizes and

ages making themselves adorably at home with the Gucci Pet Collection. The furry friends appear against colorful backgrounds, letting their playful personalities take center stage.

As more consumers are spoiling their pandemic pets, luxury brands continue dabbling with collections geared towards dogs or cats.

In May, German fashion group Hugo Boss entered into an exclusive five-year global dog apparel and accessories license agreement with Kanine Pets World Limited as it expands into new categories.

The agreement covers the design, production and global distribution of products for dogs including apparel, accessories, home products and toys under the Boss brand. Designed to correspond with the brand's fashion collections, the dog collection is a first for Boss as it strategizes ways to differentiate itself in the luxury industry ([see story](#)).

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