

APPAREL AND ACCESSORIES

Gucci, The North Face encourage discovery with third capsule drop

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The North Face x Gucci continues an ongoing collaboration, capitalizing on fashion's post-pandemic cabin fever with its fun, outdoorsy offering. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci is debuting a third chapter capsule collection with outdoor recreation brand partner The North Face.

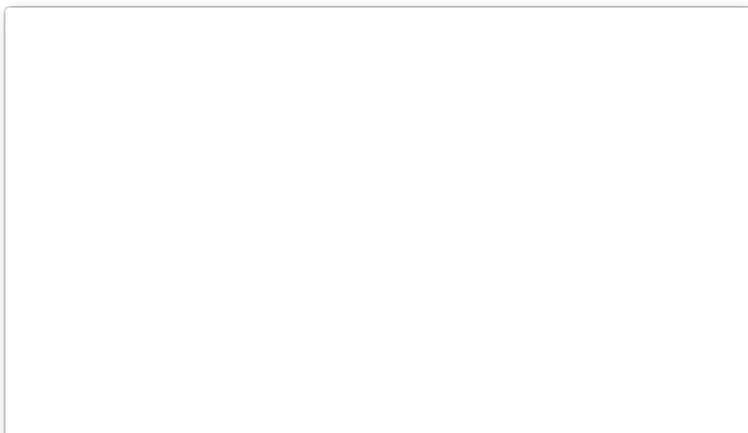
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For this exuberant iteration, the pair have chosen to champion the youthful spirit of exploration, building upon past drops in theme and practice, by employing a bold color palette with unique prints for its products. Introduced in January of last year, The North Face x Gucci continues an ongoing collaboration, capitalizing on fashion's post-pandemic cabin fever with its fun, outdoorsy offering.

Third times the charm

Gucci is back, this time with kaleidoscopic options rooted in a template of The North Face's classic silhouettes.

With values like travel and adventure front and center, campaign visuals are presented in scrapbook form, using maps, stamps and more motifs to suggest that memories connected to exploration serve as a strong source of creative inspiration.



[View this post on Instagram](#)

A post shared by @gucci

The third chapter of the partnership counts logoed sweatshirts, bomber jackets and basketball shorts among its apparel listings, while on the accessories front, hiker-friendly backpacks, festive overalls and chunky sneakers stand out.

While recycled patterns are reminiscent of design takes from previous collections a monogram print with orange outline from an earlier fanny back has been flipped into boot form, for example a litany of intense shades separates this distinctive drop from former releases.

Gucci creative director Alessandro Michele and art director Christopher Simmonds are the minds behind the House's reinterpretation of archival styles from The North Face.

The iterative effort is clearly resonating with consumers, evidenced by sold-out pieces and strong resale values across sites like [TheRealReal](#). Gucci's own site, where the collection has historically been made available for purchase, notably crashed at the start of sales last year, overwhelmed by the traffic.

Last January, the duo kicked off the partnership with a documentary, commissioning the artist Sean Vegezzi to explore the idea of literal and metaphorical adventures through film. In line with overarching collection themes, the campaign film pays tribute to the spirit of exploration ([see story](#)).

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