

COMMERCE

Gucci faces worker strike in Rome

November 28, 2023



Dozens of employees halted operations on Monday, citing the Kering-owned company's plans to move the brand's design studio to Milan. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Gucci** is facing resistance over a recent decision to relocate its design office.

The Kering-owned company's divisional employees protesting plans to move the creative hub from its post in Rome to Milan, Italy. Dozens of team members halted operations on Monday in what is reportedly Gucci's first-ever workers strike.

Relocation strife

On Nov. 27, Gucci's artisans took to the streets with signs to express distress over the company's looming workplace change.

The Italian fashion house is said to be seeking transfers of 153 employees, out of the 219 making use of its Rome office at the moment, with some claiming to be told that March 1, 2024, is the target date for transitioning north.

This week, Gucci confirmed that the development was announced last month, stating that the decision is based on a desire to foster synergy between the brand's creative contacts in Rome, and strategy personnel currently working out of Milan.



Model holds a Gucci purse. Image credit: Gucci

According to the corporation's representatives, staff reductions are not at play here.

The demonstrations reportedly represent the first instance of industrial action taken by creative teams in all of Gucci's 102-year history ([see story](#)).

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