

APPAREL AND ACCESSORIES

# Gucci shines light on design talent in documentary release

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*Never-before-seen footage and intimate storytelling come together in the production. Image courtesy of Gucci*

By LUXURY DAILY NEWS SERVICE

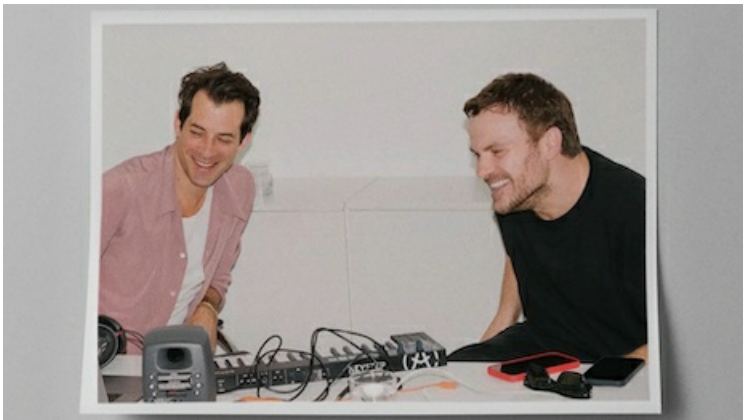
Italian fashion label Gucci is connecting consumers with the talent behind the brand.

Shining a light on its chief designer, the new *Who is Sabato De Sarno? A Gucci Story* documentary offers an exclusive glimpse into the professional life of the namesake creative director. At 20 minutes long and narrated by Irish actor and ambassador Paul Mescal, the short film is now available on the Mubi streaming platform.

## Fashion footage

Directed by American filmmakers Ariel Schulman and Henry Joost, the Moxie Pictures production focuses on the making of the Gucci Ancora fashion show, the first from Mr. De Sarno.

Viewers are granted insights into his vision and inspiration behind the presentation. His inaugural collection is also delved into.



*Viewers can see the design and creation process of high-fashion collections from an insider perspective. Image courtesy of Gucci*

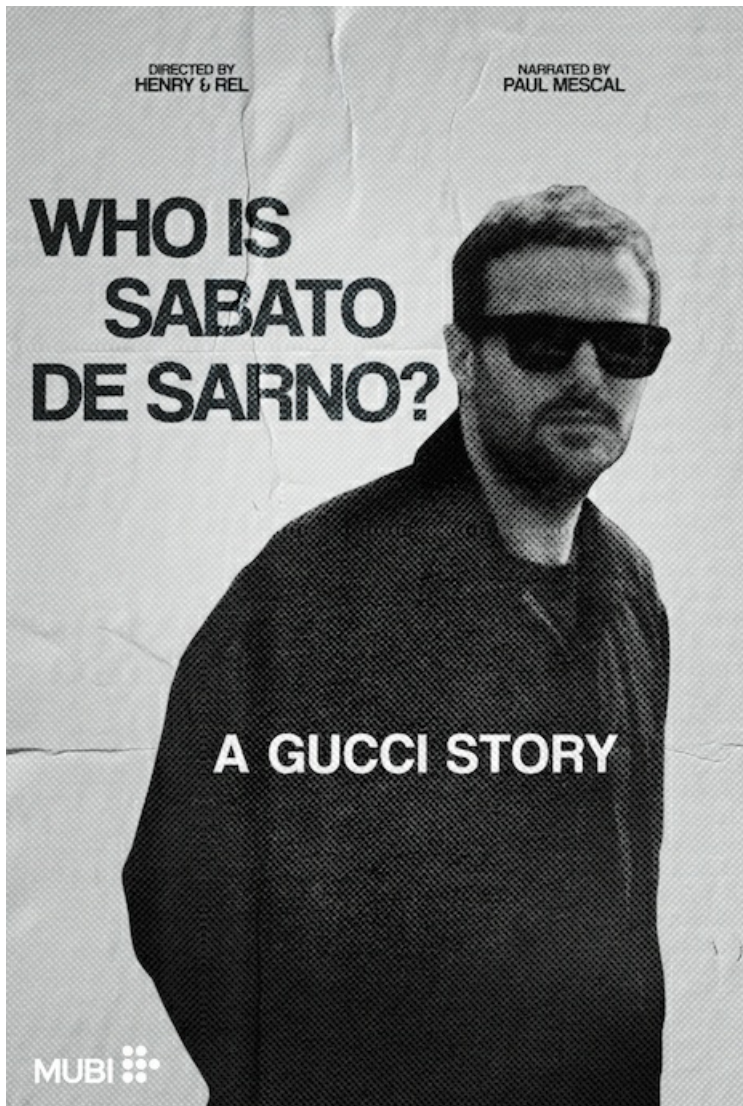
Never-before-seen footage and emotional storytelling come together, bringing to life the teamwork and values that made the offerings possible. Written by American producer Gabriel Nussbaum, the documentary is grounded in the idea of collaboration, framing it as the key to Gucci's creative process.

Audiences are invited to see the fashion world through the eyes of those so deeply entrenched in it. Through this perspective,

they also may discover what makes the industry so alluring.

As the title suggests, those watching will also get to know Mr. De Sarno, who was appointed in 2023 ([see story](#)).

He shares his personal experiences, his passion for design and his dreams for the luxury brand. From idea inception to execution, the film makes public the untold story of his work's journey to stores and runways.



*There will be multiple opportunities to view the documentary, from in-home to the virtual reality universe to mid-flight. Image courtesy of Gucci*

*Who is Sabato De Sarno? A Gucci Story* can be viewed now on [Mubi](#), coinciding with the collection landing in boutiques around the world.

Following this premiere, screenings are slated to roll out in major cities globally, putting these intimate stories on the big screen.

From April 3, 2024, onward, an enhanced version of the documentary will be available only on Apple Vision Pro. This edition will enable those watching to turn their space into an immersive universe themed around Gucci Ancora.

Finally, in partnership with Air France, the short film will be available on all flights through the end of April.

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