



GUCCI



VERBAL DNA

ROMANTIC FEMININE



Tender and warm feeling atmosphere
Flower in the Garden and Floral pattern

FAIRY TALE

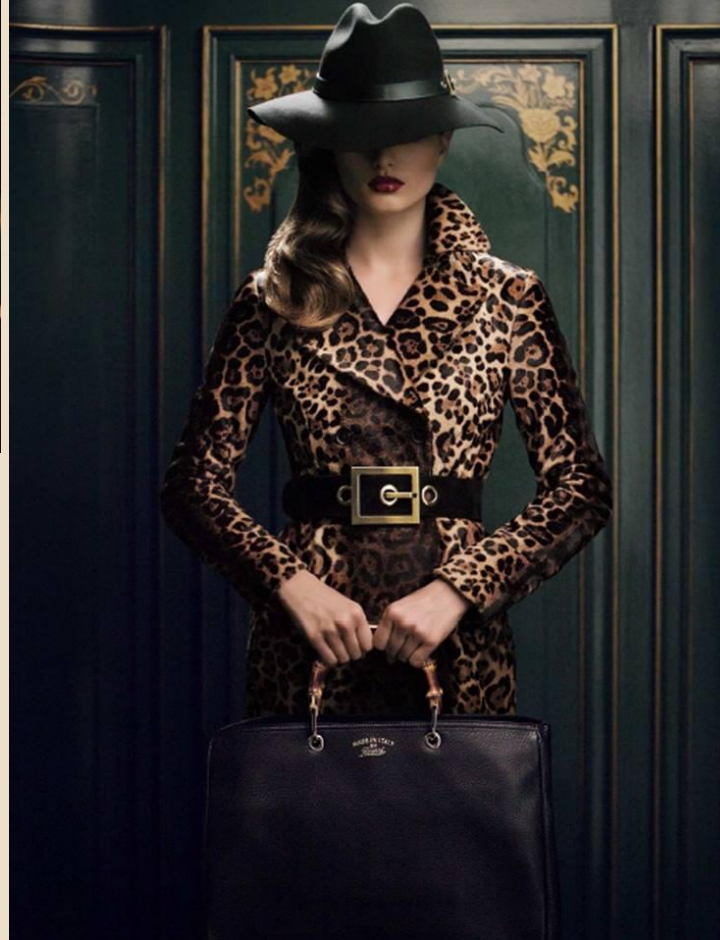


The product seem like the costume of the fairy tale and the photoshoot also convince us to realize in that way.

MYSTERIOUS



The photos communicate female on the cloth of Gucci that **look mysterious** and also the window display with the red color and a bit dark. It seem like we can't realize clearly.



EXOTIC BEAUTY



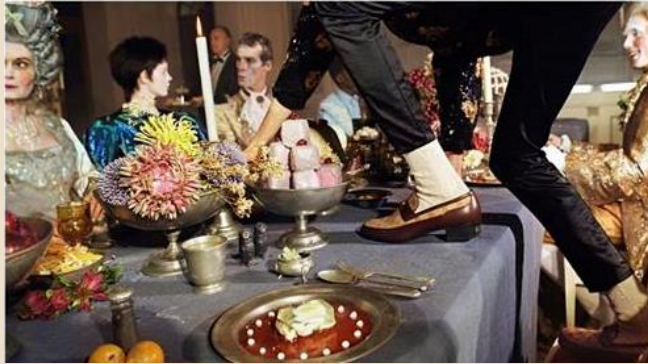
Gucci use unique attractive of exotic animal in clothes, Bags, home decorations, shop interior design window display.

EYE CATCHING & STRIKING



Gucci is eye catching and stand out from others people with their style outfit, fashion show, store building and window display.

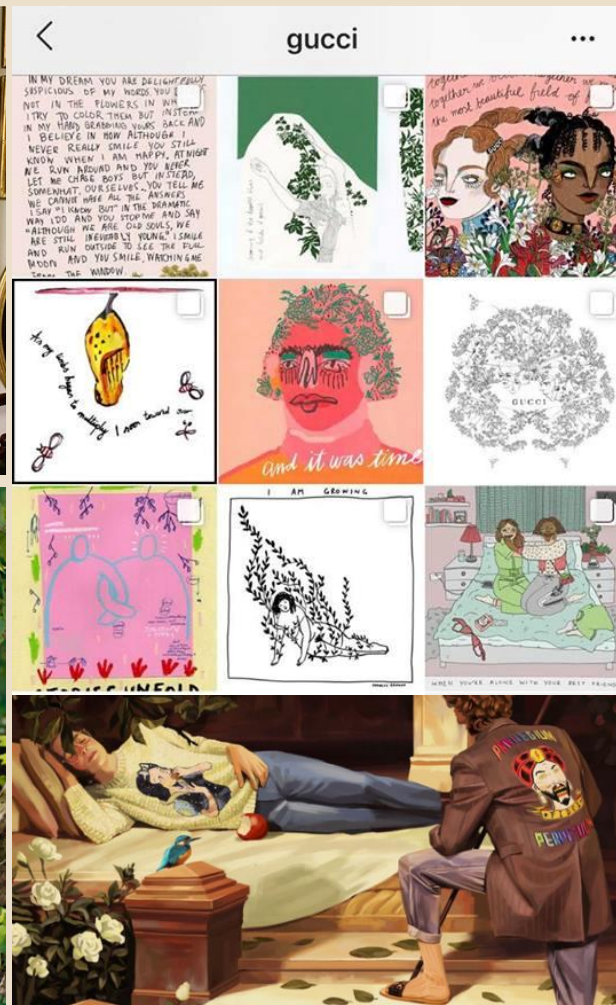
BRAVE&CONFIDENCE



The photoshoot communicated that the women to be brave, more confidence and powerful. Dare to do anything you want.



ARTISTIC



The Gucci products cooperated with the artist, the Gucci art wall and the Gucci Instagram posted the art paint.



NON VERBAL DNA

GUCCI LOGO



One of Gucci brand identity is their logo that unique with font of "GUCCI" word and double "G" symbol.

GUCCI MOTIF



The GG motif, the unique motif of Gucci.

RED GREEN STRIPES



The idea for this striped pattern originates From **the world of horse-riding**.

To hold the saddle on a horse's back, a special belt is used under the belly of the animal called a 'web'.

This green and red 'web' was the inspiration for Gucci's signature look.

PINK



Gucci shop and collection always have pink color and pink elements to represent about sweet, love, romantic feminine even Gucci's menswear they are wearing pink too!

GUCCI BAMBOO



GUCCI BAMBOO BAG 1947

The world war II over were rationing resources. where artisans at Gucci were being pressured to find materials that weren't subject to restriction to use in their designs. Bamboo cane could still be imported from Japan, and Gucci craftsman developed a patented method to heat and bend the bamboo in such a way that it would retain its shape to a handbag.

bamboo become signature of many Gucci product.

ANIMALS



Snake Tiger and Bee are the unique animal of Gucci. We will easily realize the products, the store and any ads of Gucci by these animals.

GENIUS LOCI

MIAMI DESIGN DISTRICT



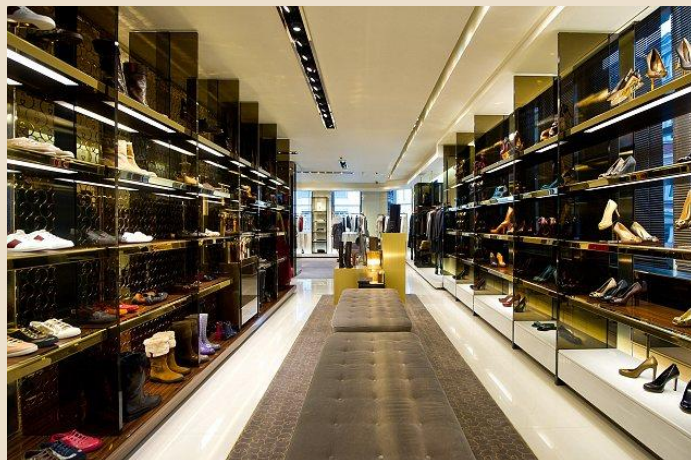
In true MDD style, the marble and pale green facade of the store is truly a work of art. The lush greenery is a direct reference to Miami's aesthetic and the customized mural featuring a Gucci illustration by Spanish artist Coco Capitan adjacent to the storefront has been conceived exclusively for this location as an embrace to the local culture and vibe at MDD.

SINGAPORE



The collection was inspired by the hybrid orchid named “Paravanda Frida”, which has beautiful white petals – an orchid honour presented by the Singapore Tourism Board, in association with the Singapore Botanic Gardens. The orchid is featured on the limited and special editions of Gucci’s Boston Bag in this collection.

LONDON



Gucci shop on old Bond Street in London's Mayfair with british architecture and british symbolic
The interior design is sophisticated and classic, not at all opulent, and plays with shades of cream, gold and brown.
The exterior is sumptuous, with windows overlooking the prestigious London street and the Gucci name carved in stucco.

PETROWSKA MOSCOW



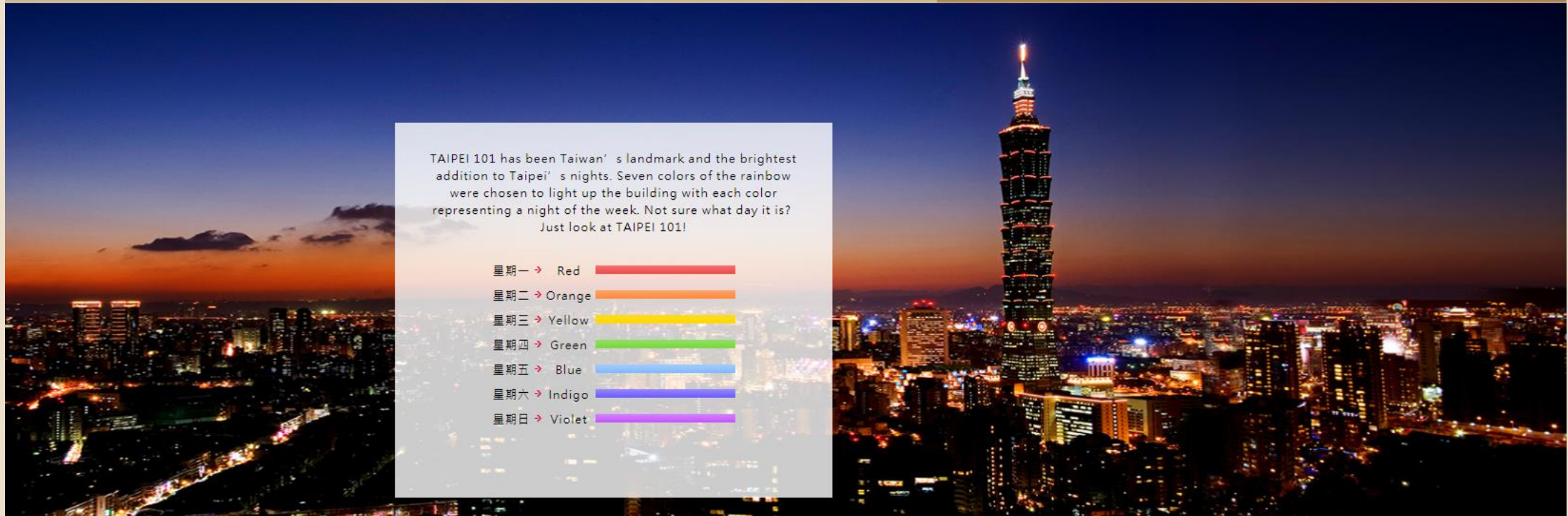
There are many huge panoramic show-windows and post and rope in front of store. It seem like Izmailovsky Kremlin in Moscow.

DESIGNER OUTLET ROERMOND NETHERLAND



The windows and door with the white color and channel details, the small cover over the door seem like relate with the city hall of Roermond, Netherland.

TAIPEI



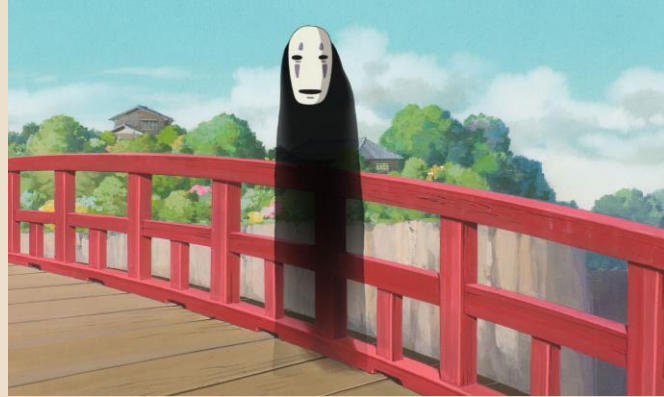
CONCEPT

“Gucci store invite you to discover Jiufen night life enjoy Taipei old town atmosphere with Taiwanese and international forever love animation (spirited away) being consistent with contemporary Gucci’s vision.”



LINE EXTENSION

No face character from spirited away animation



Red lantern



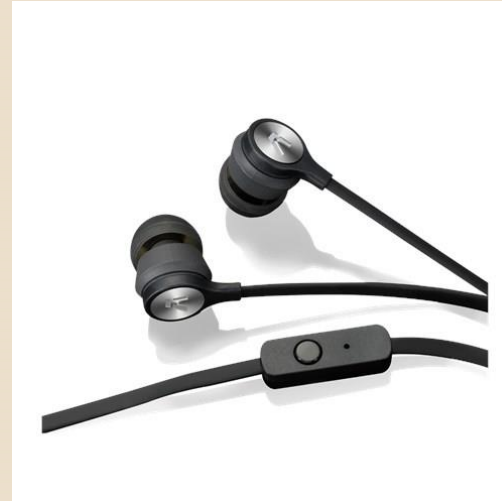
BRAND EXTENSION

TAIWAN CUP HOLDER

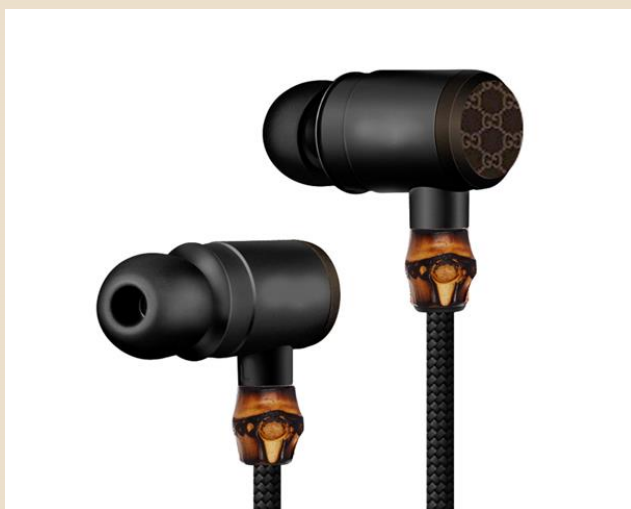


CO BRANDING

ASUS



GUCCI X ASUS



STAND OUT IN ALL AGE. YOU CAN'T STAY STILL
SO NEVER STOP CREATING NEW THINGS BE LIKE GUCCI DO.

