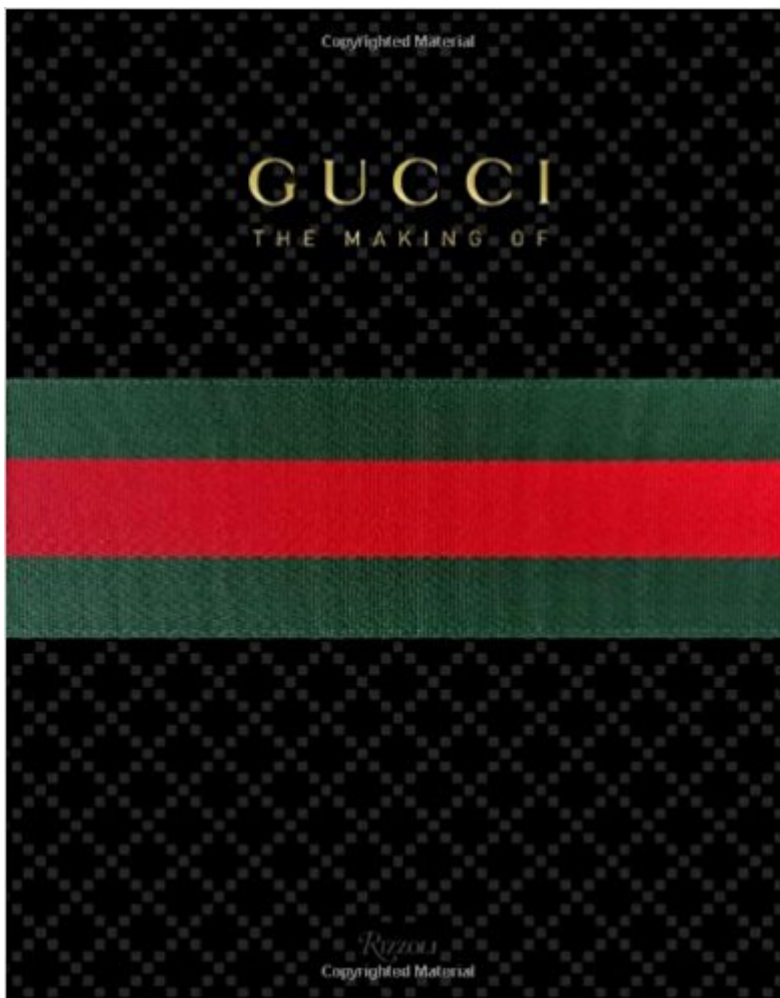


The book was found

# GUCCI: The Making Of



## Synopsis

An unprecedented publication showcasing Gucci as never before, including thought-provoking essays, commentaries, and authoritative anecdotes along with previously unpublished contemporary and archival photographs. Published in conjunction with the opening of the new Gucci Museum in Florence, Gucci is the ultimate celebration of the world-renowned fashion house. Told through a loose grouping of words, concepts, shapes, and moods, the book tells its story through new conceptual forms and the free links between images, symbols, and objects. Edited by Gucci Creative Director Frida Giannini, with essays and inserts by contributors including Katie Grand, Peter Arnell, Rula Jebreal, Christopher Breward and Stefano Micelli, *Gucci: The Making Of* is a dynamic record of a much-coveted brand that will be a must this season for anyone with a love of fashion and an interest in contemporary culture. This comprehensive volume showcases the genius of the fashion house through an exclusive lens with inside looks into the inspirations behind the design. This gorgeous book designed by Arnell offers an in-depth look into Gucci's origins, identity, influence, and innovation, including fabrication methods and appropriation of signature materials, past and present, and its influence among high society and Hollywood. The book is a heartfelt and personalized tribute to the heritage and influence of this iconic, multifaceted brand. In recognition of its ongoing partnership with UNICEF and the release of this luxury edition, Gucci will make a donation of US \$250,000 to support UNICEF's Schools for Africa initiative.

## Book Information

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## Customer Reviews

"...the decadent Gucci: The Making Of, a 384-page beast of a book" "the definitive guide to the world's most luxury-obsessed design empire." ~Black Book "This is a busy year for the Italian brand: celebrating 90 years, a new museum in Florence, Italy and this book, which shows inspirations. The piece reflects the label's roots, showing pictures of the Guccio and Rodolfo Gucci store, and more." ~InStyle "With a landslide of essays and rare pictures, Gucci's personal diary embodies an ongoing love affair with fashion that has lasted for decades." ~Plastik

Katie Grand is Editor in Chief of Love Magazine. Peter Arnell is former Chairman and Chief Creative Officer of Arnell Group, an advertising and brand identity company. Rula Jebreal is an established novelist and journalist. Christopher Breward is Professor in Historical and Cultural Studies, London College of Fashion, and Editor Frida Giannini is Gucci's Creative Director.

Amazing book with so much historical detail about the venerable fashion house.

the pictures are amazing, great book for yourself or for a gift!

Great coffee table book, beautiful pictures and laid out very well. Gives detailed history of the designer brand. I have purchased several and given as gifts....Love it!!!

Incredibly made book with so many surprises inside.

This book is true Gucci quality. Shows photos of their famous styles over the years, many many years. Big and heavy book for a great price. I saw it at a book store and then checked .com. I had to buy it on because it was 50% lower. You will love this book if you like Gucci quality. Also, inspiring young fashion designers would love it. I also bought the Chanel book and it is awesome also, not as big as Gucci but same inspiration.

An excellent book on the making of Gucci with elaborate pictures and up to date info. A section on Tom Ford has also been included. A must have for any luxury and fashion books collection.

Love!

Great Coffee Table Book!

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