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for
Integrated Communication Strategies
MFSVM/MLBM/MFM
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GUCCI





WHO ARE WE **ANYWAY?**

Influential, innovative and progressive, Gucci is reinventing a wholly modern approach to fashion. Under the new vision of creative director Alessandro Michele, the House has redefined luxury for the 21st century, further reinforcing its position as one of the world's most desirable fashion houses. Eclectic, contemporary, romantic—Gucci products represent the pinnacle of Italian craftsmanship and are unsurpassed for their quality and attention to detail.

CHALLENGES

Become part of people lifestyle

Be more related to traveling, make the audience remember your roots and explore the world/different cultures under one brand.

OPPORTUNITIES

People are starving for experiences, specially now that we are in a "post-covid" era

Be part of an unforgettable travel experience, keeping the brand's name deeply related to the audience and the roots.



OBJECTIVES

Make Gucci more related to a lifestyle experience to get closer to the audience

After COVID-19 didn't allow us to meet, have meaningful conversations, relax and enjoy life, Gucci wants to combine everything in one

Increase share of mind and make people consider Gucci when buying gifts and travel accessories

Go one step further and do what nobody has experienced yet: a full-on brand experience

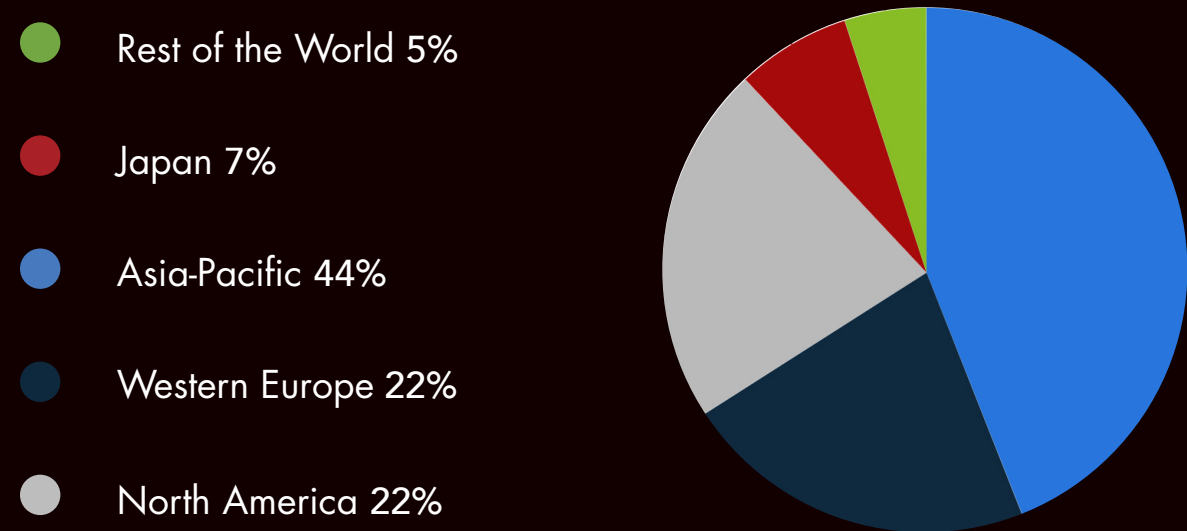
STRONG North America/
Western Europe/
IN Asia-Pacific

“The average age of our customers is falling dramatically.”

-Alessandro Michele

GEN Z

Global Revenue Share of Gucci in 2020 (by region)²



- In 2018, 60% of sales are from people <35 y¹
- Fastest growing segment is Generation Z¹

The Gucci audience is most likely to be 18-24 years old followed by 24-35 year olds and a very small over-index for 35-44 year olds.²

USER STATISTICS



YEONMI

18 years old

From Shanghai
fashion means fun,
travels to Europe for
summer vacation,
favorite destination is
Italy



RICHMOND

30 years old

From Los Angeles
LGBTQIA+ community,
self-expression, music



FRANCESCA

35 years old

From Florence, living in
Milan
Italian heritage, modern
designs, sustainability

TRAVEL, EXPERIENCE, DISCOVERY, MOBILITY, BRAND CULTURE

THE GUCCI TRAIN



GUCCI

FROM	TO
FLR	MI
Firenze Santa Maria Novella SEPTEMBER 19 2022 09:09	Milan Central Station SEPTEMBER 19 2022 11:00



GUCCI TRAIN QR-101

Gucci is much more than fashion, is travel, culture, lifestyle, entertainment, and adventure.

It's living the life calmly, enjoying the moment, living '*now*' and giving yourself the best in life.

The train travel experience is full of *feelings*, being carried around, constantly creating *memories*, so enjoy the best things in life with the Gucci Train *experience*.

An extraordinary trip that no one has ever done before.



High Design
 Entertaining
 Caring
 Characteristic
 Branded
 Exclusive

T H E T R A I N : O R G A N I Z A T I O N

EXHIBITION

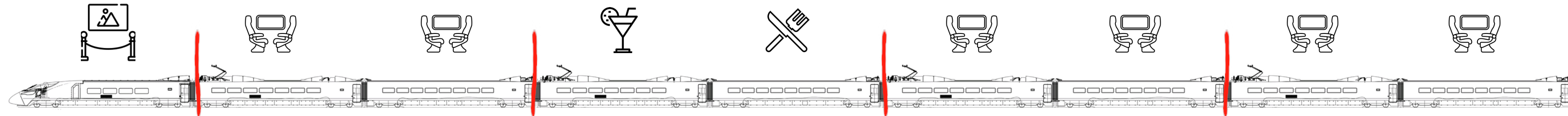
SEATINGS

BAR

RESTAURANT

SEATINGS

SEATINGS



HEAD

ARCADE

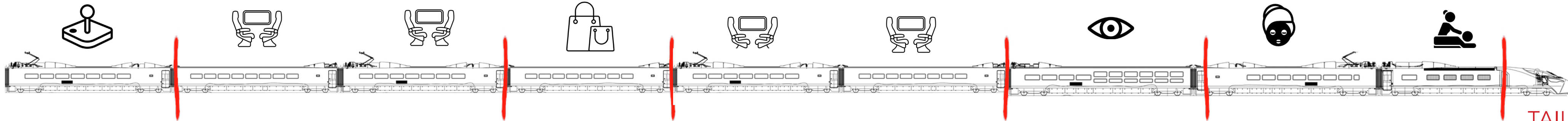
SEATINGS

BOUTIQUE

SEATINGS

VIEW ROOM

SPA & MASSAGE



TAIL

ONLINE

Socials



Celebrities

Artists

Billie Eilish

Harry Styles

Miley Cyrus

Maneskin

OFFLINE

The Gucci Train

On board

Exhibition by Stefan Sagmeister

Bar & Restaurant

Arcade

Boutique

View Room

Spa & Massage

PHYGITAL

The Gucci Train:
Fashion Show

Live & Online

Through QR Code/ Online

On Location/ in Train

Event

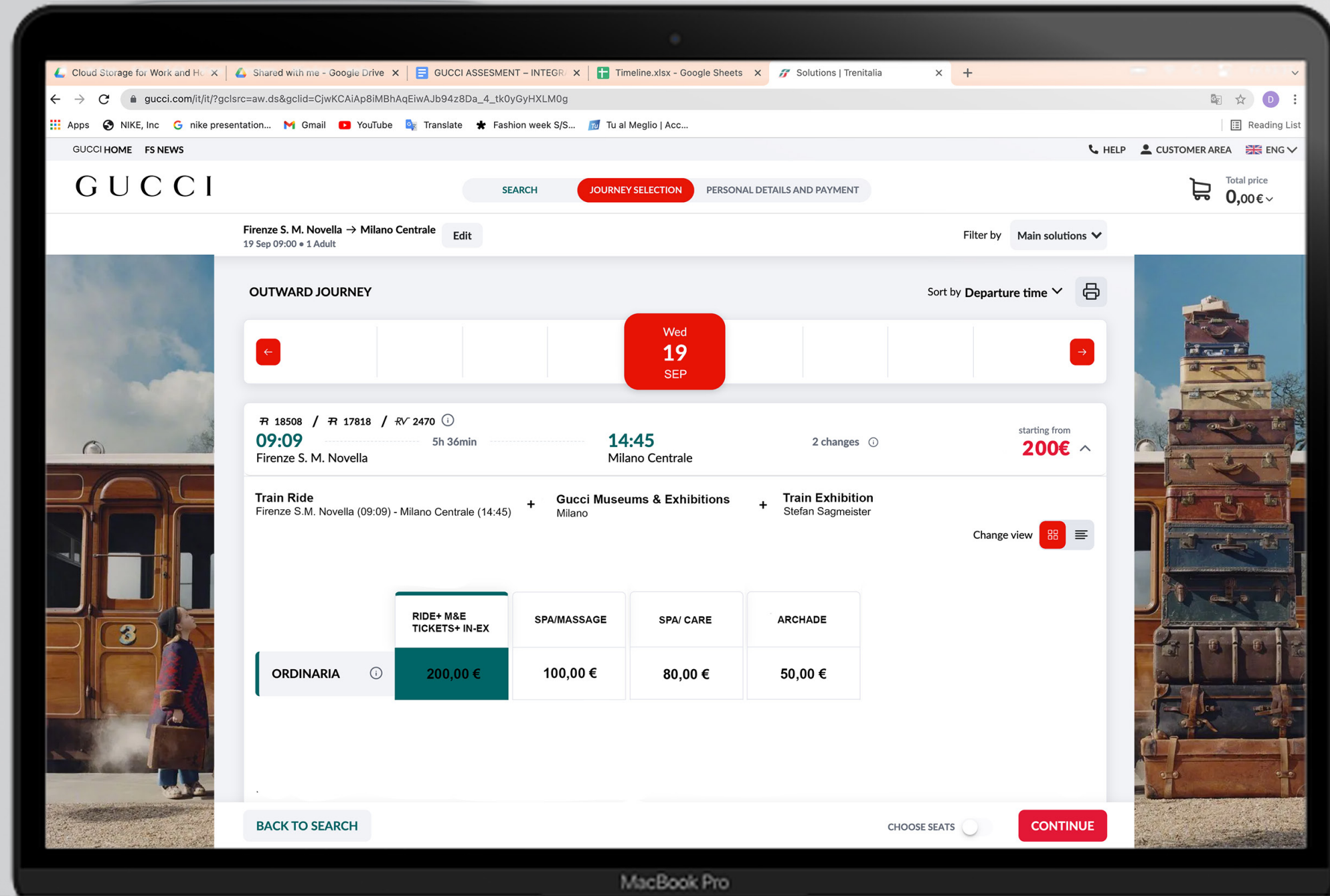
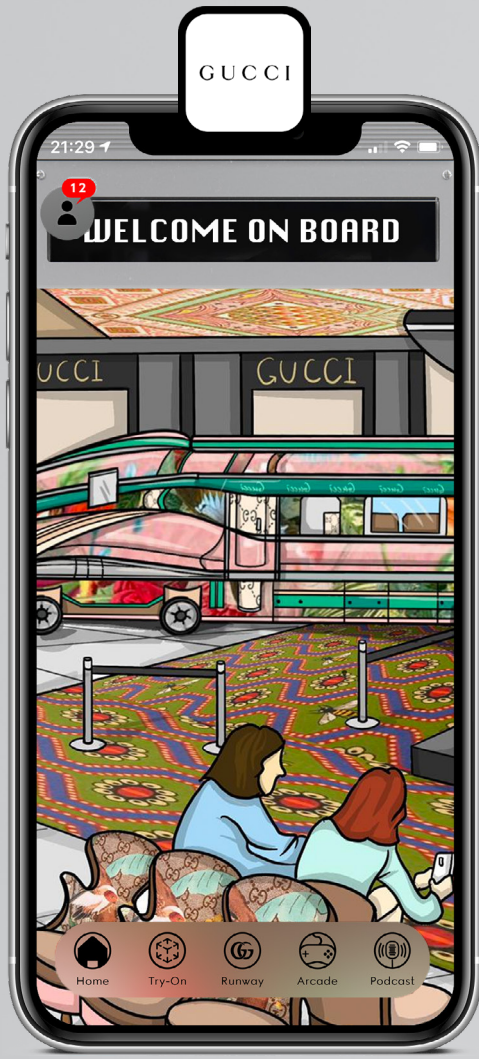
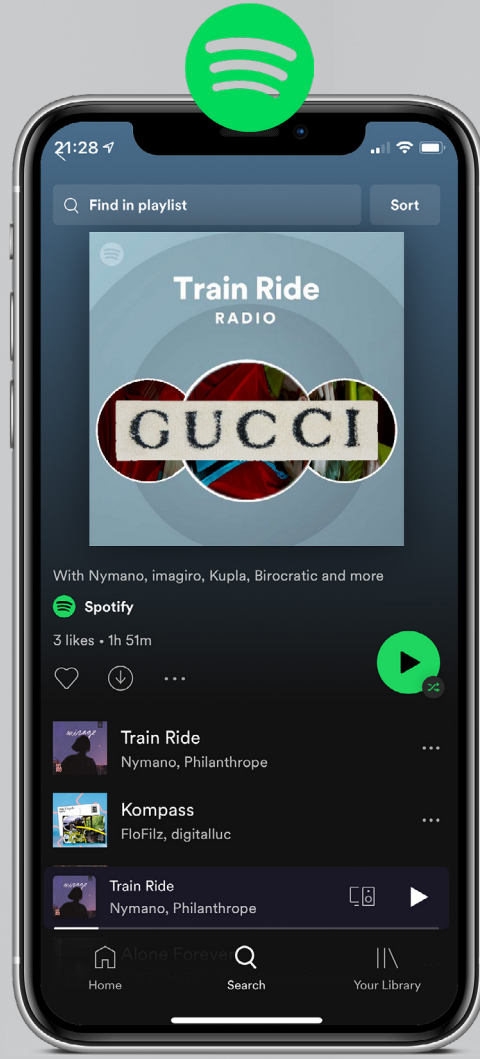
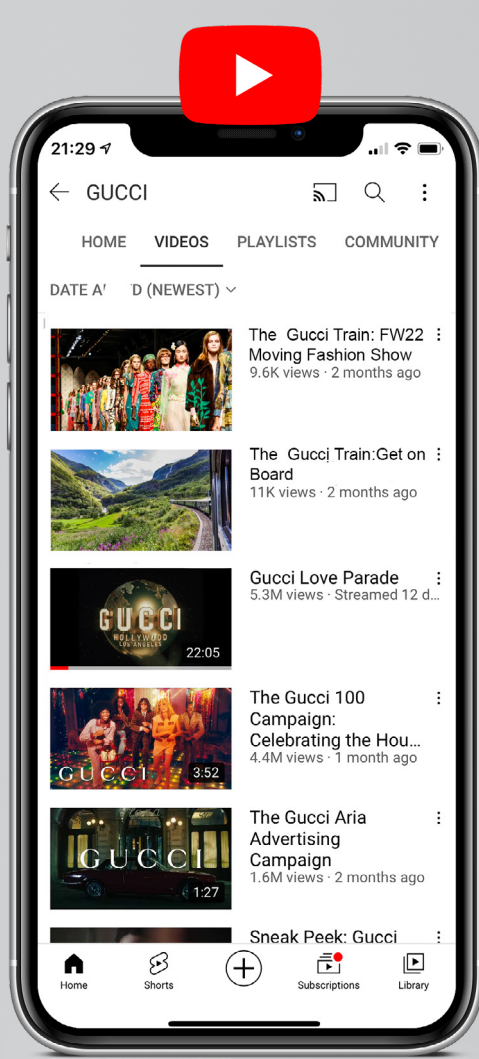
Online Show Ticket Distribution Desks

MI:

Monte Napoleone

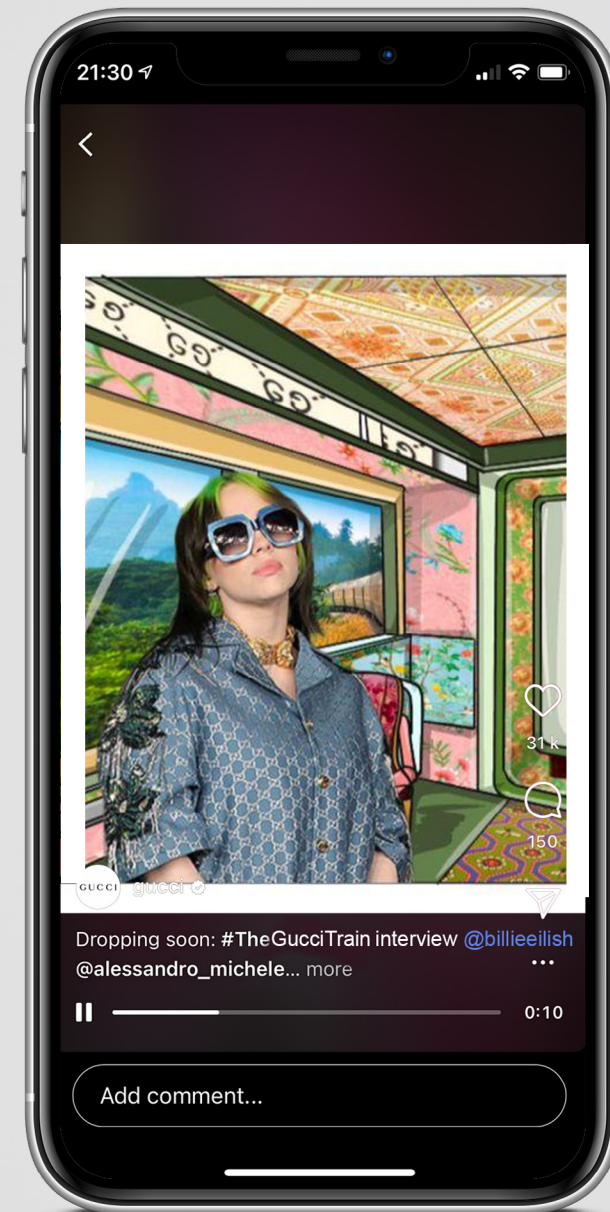
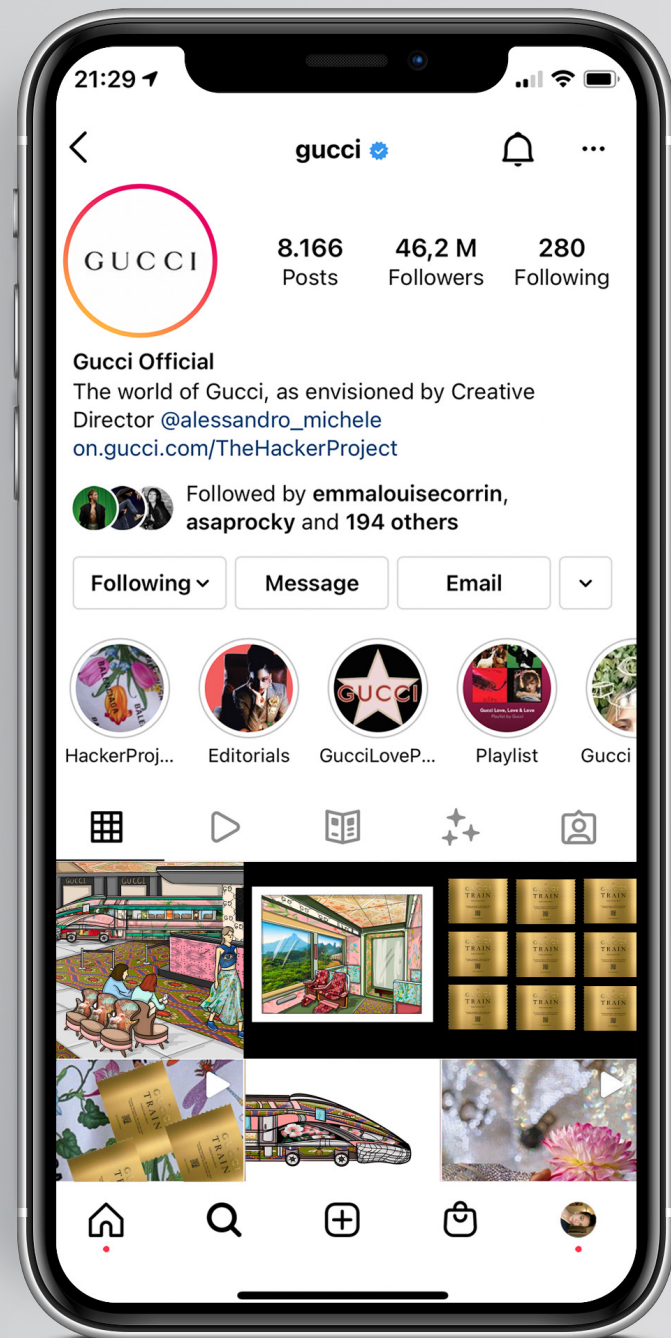
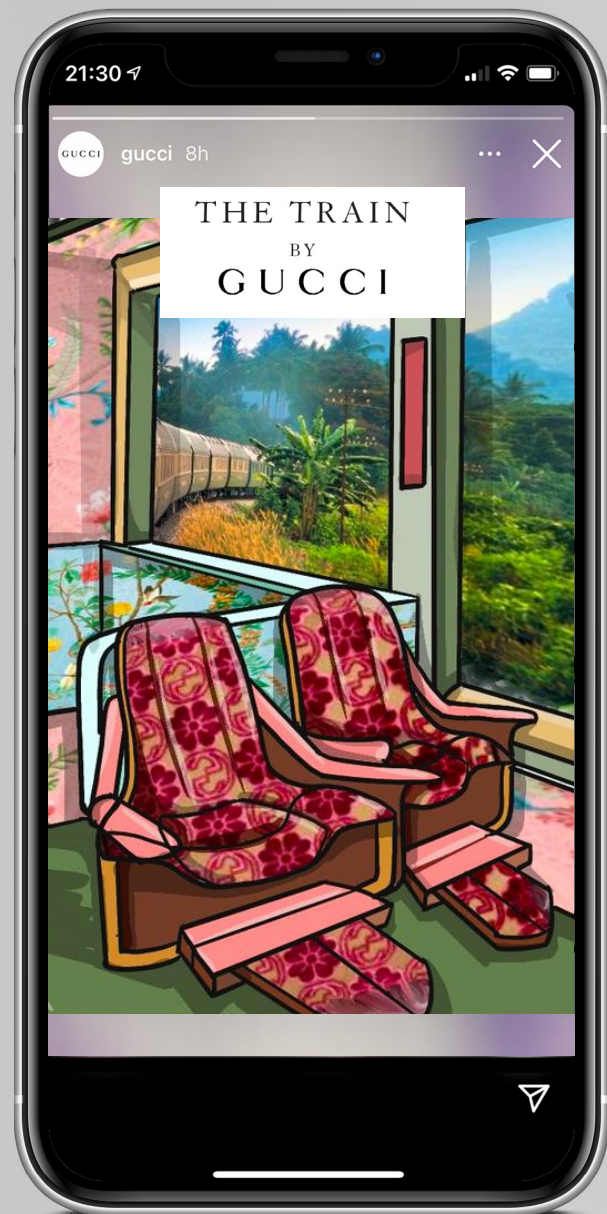
Porta Garibaldi

O N L I N E





I N S T A G R A M





P H Y G I T A L

'Get in a Fashion Trip Experience with Gucci'
SEPTEMBER 19th /3pm on Instagram

TICKET DESKS

Distrubition of the **online fashion show** tickets.

Opportunity to make the event
a 'collectable' in every channel, for everybody.

LOCATIONS: MI

Montenapoleone/ Porta Garibaldi

GUCCI

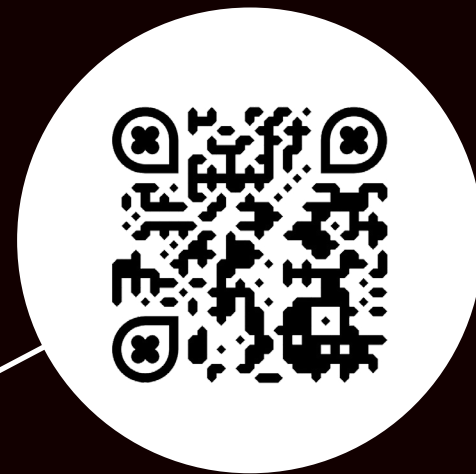
The
GUCCI
TRAIN

Online Fashion Show

Thursday September 19th / 3pm on Gucci App
Fall Winter 2022 Women's Collection



Get on board *here*.

















A CODE TO
BE THERE

DIGITAL LEG OF THE FASHION SHOW
QR CODE LINKED W/IN THE GUCCI APP

'GET ON BOARD, ONLINE'



TIMELINE

	01/06/22	12/09/22	15/09/22	17/09/22	18/09/22	19/09/22	26/09/22	27/09/22	03/10/22	06/10/22	10/10/22	14/10/22	TBD	
Campaign	 Save the date	 Video -Teaser	 Distribution of Golden Tickets	 Video of the Event	 Web page for Gucci Train	 Launch of Florence-Milan Line Fashion Show, Cocktail	 Live of the Train Experience & Fashion Show	 Video - interview with Billie Eilish	 Launching of the train from MFW - PFW	 Video - interview with Harry Styles	 Video - interview with Maneskin	 Video - interview with Miley Cyrus	 Video - interview with Alessandro Michele	 Launch of the train in North America & China
Channel	Press Kit - Sent to press, important influencers	Instagram	MI: Montenapoleone City Life P. Garibaldi Galleria Vittorio Emanuele	Instagram	Web page	Station/Train/ Rooftop	Instagram, Youtube & Web Page	Instagram & Web Page	Station & Train	Instagram & Web Page	Instagram & Web Page	Instagram & Web Page	Instagram & Web Page	---
Message	You have a Fashion Trip Experience with Gucci - 19/09/22	Gucci Train - A Fashion trip experience with Gucci	Get in a Fashion Trip Experience with Gucci - SEPTEMBER 19th - 15:00 on Instagram	Get ready for a Fashion Trip Experience	24 hours left until the Fashion Trip Gucci Experience	Gucci is much more than fashion, enjoy the best things in life in this Fashion Trip Experience	We are here with you, you are one of us, we are for you.	Gucci is experience and lifestyle	Gucci is experience and lifestyle - Gucci is the Fashion Week	Gucci is experience and lifestyle	Gucci is experience and lifestyle	Gucci is experience and lifestyle	Gucci is experience and lifestyle	Universal and Global

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