Gucci to stage new collection in May following its February fashion show

By Dominique Muret - 27 January 2022

After emancipating itself from the official Fashion Week calendar these past few seasons, the renowned Italian fashion house owned by the Kering group announced in November its intentions to return this upcoming February to Milan Fashion Week, which it had abandoned for two years. The co-ed show will then be followed by another show just three months later.
“Gucci is pleased to announce that creative director Alessandro Michele will present a co-ed collection on May 16, 2022, to be presented in Europe. The location and name of the collection will be revealed shortly,” the brand said briefly without providing further details.

At the beginning of the pandemic, Michele had felt the need to abandon the traditional seasonal calendar and reduce the number of his collections in order to focus more on the creativity of the brand. In 2020, Michele unveiled his collection in the form of a video in July followed by another in November composed of several short films. In 2021, the collection dubbed “Aria” was delivered virtually in April. Gucci’s latest November fashion show in Los Angeles saw the brand’s long-awaited return to the catwalk.

Gucci seems to want to accelerate its pace this 2022, since following its February and May shows, the brand will present yet another collection in September, as indicated by Gucci’s CEO Marco Bizzarri at the end of 2021.

The fashion house, which saw its sales slow down significantly in the third quarter, refuses to participate in the signature spring Cruise shows this year. With the two shows in February and September along with its new show in May, the brand’s new schedule looks very similar to what it did before the pandemic.

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