

Gucci: Business in Fashion. Paola Trimarco

Level 3B

INTRODUCTION

Madonna. Tom Cruise. Holly Hunter.

Bette Midler. Bryan Ferry. Elizabeth Taylor.

All of these people, and many famous people in other countries, wear Gucci.

Gucci is famous around the world for beautiful and expensive clothes and other products.

The company started in 1921 with one small store in Italy.

Today, there are Gucci stores in many of the world's large cities. Gucci makes and sells clothes, handbags, luggage, and many other things.

This is the story of the Gucci family and their famous company. The Guccis are a very interesting family. They made Gucci a success after many years of hard work, and the company made Italian design and fashion famous around the world.

The Gucci family had problems, too, and the famous company is not theirs now. But the new bosses made Gucci number one in world fashion again!

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Some Designer Products its almost there

Scarf perfume jewelry belt tie luggage wallet

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FROM HORSES TO HANDBAGS

The First Gucci Store

Guccio Gucci was born in 1881 in Florence, Italy. He was smart, and he learned English, French, and German. At the age of nineteen, he went to London, England, and worked in the famous Savoy Hotel. There, he saw the clothes and jewelry of rich people everyday. Visitors to the hotel had a lot of luggage with them, too. These things gave him ideas for his future.

Guccio went back to Florence in 1901. He met Aida Calvelli and she became his wife. Aida made clothes. Guccio found a job in a store and sold tables, chairs, and desks. He learned about money and customers. But he wanted to sell leather products, so he found a new job. This company made leather products, and Guccio learned more about leather.

One Sunday in 1921, Guccio and Aida went for a walk around Florence and saw a little store. Guccio wanted to have a store, He also wanted to make beautiful leather products. So, he bought the little store.

A Family at Work

Guccio and Aida had six children. There were five sons - Ugo, Enzo, Aldo, Vasco, and Rodolfo - and a daughter, Grimalda.

Everybody in the family helped at the store. Guccio and Aida made and sold luggage and leather products for horses.

It was hard work. Their children took packages to customers on their bikes.

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<Picture>

Guccio Gucci

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A Wonderful Idea!

Then, one day, Guccio had a wonderful idea. He could use the designs of the leather products for horses and make handbags. The famous Gucci GG logo came from a stirrup. The Gucci lines of green/red/green came from the design of a horse's saddle.

People liked these products because they were different and strong. Guccio's company became bigger. In 1937, he moved the company to a larger place. The Gucci logo became famous in Italy. The Italians loved Gucci products because they were Italian. They also loved Gucci things because they were beautiful and expensive.

Gucci became more and more famous. So, the family opened a store in Rome. Then, almost everybody in Italy knew about Gucci products.

<Picture>

A Gucci handbag with the GG logo and the green/red/green stripes

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Guccio wanted all of his sons to work for the company.

Sadly, Enzo died when he was nine years old. In 1939, Ugo, Aldo, and Vasco started to work for the store. Rodolfo was not interested in the family company. He loved movies and he became a movie actor.

GUCCIO'S SONS

Guccio Gucci and Aida Calvelli

The moment you establish this mind process your reading Ugo Grimalda Enzo Aldo Vasco Rodolfo

Giorgio Paolo Roberto Giovanni Maurizio

The 1940s were difficult years. Italy was in World War 2, and people did not want to pay a lot of money for things. At the same time, leather had to come from other countries and it was very expensive.

After the war, in 1945, life was better for everybody. The company made its most famous designs: the leather handbag and shoes. In 1952, Rodolfo left the movies and started to work for the family company, too. He opened a store in Milan.

Guccio Gucci died in 1953 and gave the company to his sons. They opened a store in New York. Rich and famous Americans wore Gucci's designs. These people were in newspapers, magazines, and movies. Around the world, the Gucci name meant beautiful Italian fashion.

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In the 1960s, Aldo made Gucci a greater success in the United States. He started stores in Chicago, San Francisco, and Beverly Hills. In 1965, he opened the first Gucci store in Japan.

Rodolfo and Vasco stayed in Italy. Gucci made all of their products there. Aldo, Rodolfo, and Vasco had sons and they worked in the company, too. Their names were Giorgio, Paolo, Roberto, Giovanni, and Maurizio.

Under Water

In November 1966, there were problems at the Gucci store in Florence. Water from the river ran into the streets of the old town. Dirty water went into the houses, the famous churches, and the stores. When Giovanni arrived at the store, he found water inside it.

Paolo and Roberto and their uncle Vasco were the only other Guccis in Florence that day. They all went to the store and worked through the night. They could not lose the products!

Paolo said, "We pulled and pushed. We took everything..." When the water got higher, it came up to their stomachs. But the family worked hard and 90% of their products were fine. Of course, the store had to close for three months. The floors and walls were dirty. Everything was dirty.

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IN AND OUT OF FASHION

Think about your last trip to a clothes store, Did you go there because you did not have any clothes? No?

We buy new clothes because we want new and different things. We also want to be "in fashion," We want to wear the newest and most famous designs and colors. So. Fashion is always changing.

What's In? What's Out?

What do you think?

Put a <check> or an X in the boxes below.

Long skirts

Blue jeans

Leather dresses

Red hair.

Black ties

T-shirts

Jewelry for your nose

Now. Talk to your friends about their answers.

What other things are in fashion now? Do you and your friends have the same ideas about fashion?

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In and Out for Gucci

In the 1970s. Gucci products became very famous. The Gucci logo was in fashion. Rich people wore Gucci clothes and used Gucci products.

In the 1980s. Gucci products were more famous than before.

Maybe too famous! Many people wore Gucci. So the clothes were not new and different. The Gucci logo suddenly went out of fashion.

Today. Gucci is in fashion again!

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Is Gucci for You?

Would you like to wear Gucci clothes or use Gucci products?

Are you a Gucci person?

Answer these questions.

- 1 Do you like to be in fashion?
- 2 Do you like to feel rich?
- 3 Do you like to wear beautiful jewelry?
- 4 Do you only wear clothes by famous designers?
- 5 Do you take leather luggage on vacation?
- 6 Do you buy shoes because famous actors wear them?
- 7 Do you buy clothes because fashion models wear them?
- 8 Do you like products with a famous company logo on them?
- 9 Girls, will you pay \$700 for a skirt?
- 10 Boys will you pay \$1,000 for a jacket?