

**Gucci**  
**Fall Winter 2023 Men's Collection**  
**Questions and Answers**

**What defines the look of the collection?**

The timing of the collection represents a moment of reflection, reaction and reorganisation for Gucci. It inspired the house to investigate the idea of improvisation as an aesthetic. In theatre, improvisation is a tool that requires skill and knowledge. Applying this to fashion, the studio – which is made up of expert designers and artisans, many of whom have worked for Gucci for decades – used their crafts to create a look founded in improvisation. The idea filtered into the way the individual instinctually wears his clothes: the styling, movements and gestures that are personal to each wearer. These notions were imbued into the clothes and accessories themselves, generating a kind of aged, lived-in look that feels soulful. In the process, many nods were made to the Gucci archives. There is also a theme of improvised customisation.

**What characterises this season's Gucci man?**

The masculinities defined by Gucci's menswear are borne out of the house's archives. This season celebrates the plural individualities reflected in those archives through a portrait of the lives and wardrobes of contemporary men. It is always about self-expression. The man – or men – embodied by this collection might drive their motorbike to ballet rehearsal or replace their usual evening trouser with a floor-length skirt. Based on the same idea, the silhouette this season is suspended between oversized frames – coats, jackets, trousers – and very tight underpinnings. It's a conversation about different types of seductions that feels relevant in a contemporary climate where we dress for our own gaze, above all.

**What is Crystal GG and what are the key bags and accessories in the collection?**

Crystal GG is a shiny, lightweight lacquered interpretation of Gucci's emblematic coated monogram canvas from the 1970s. This season, it takes centre stage in interpretations across coveralls, relaxed holdalls, and round-toed soft ankle boots. Other key accessories include the expanded and softened Jackie bag adorned with the Piston Lock originally created by Tom Ford, and a stripped-down take on the Dionysus bag with its tiger-head buckle and garment bags worn as shoulder bags. The collection debuts magnified takes on fluffy Princetown slipper expanded in dimension as well as the Horsebit loafer, which is adapted in materials that feel aged like corduroy.

**What thoughts went into the presentation format?**

Gucci wanted to reflect the theme of improvisation in the show production. Like in theatre, musical improvisation is something that requires expertise and experience – such as jazz or punk, which can seem frenzied but actually demand the utmost organisation. Marc Ribot's Ceramic Dog is a trio who adapt those genres – among others – into a musical language that captures the idea of improvisation. For the show, they created an arrangement that develops as the collection unfolds. They perform it live in the Gucci Hub on a round stage circled by the models. The symbolic idea of this layout was to reflect the imaginative spinning wheel of a house and studio like Gucci where ideas and craftsmanship flow through the circular mechanics also known as creative collaboration.