



Gucci: Showtime SS 2019 Collection

Megan Waldie



Showtime Collection

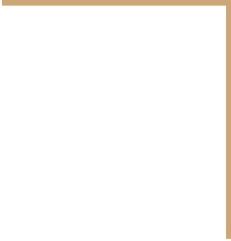
Spring/Summer 2019

Inspired by the Golden Age of Hollywood



Golden Age of Hollywood





The Showtime Collection











Gucci's Overall Marketing Strategy

- ❖ Visual Marketing
 - Fashion Shows
 - Social Media
 - Magazines
 - Lookbooks
- ❖ FBC Grid
 - Q2
- ❖ Target Market
 - Based on income
- ❖ Identifiable Branding
 - Green and Red
 - Snake
 - Monogram



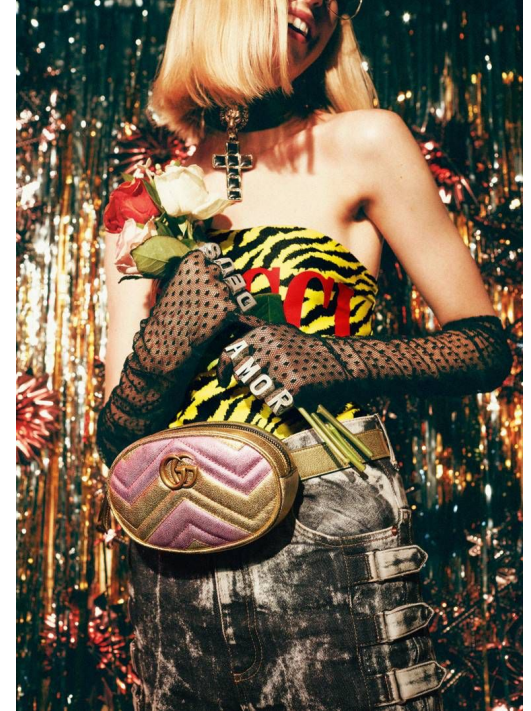
Nostalgic Appeal



Gucci's SS 2016 Collection



Gucci x Dapper Dan AW 2018



Gucci Gift Collection SS
2018

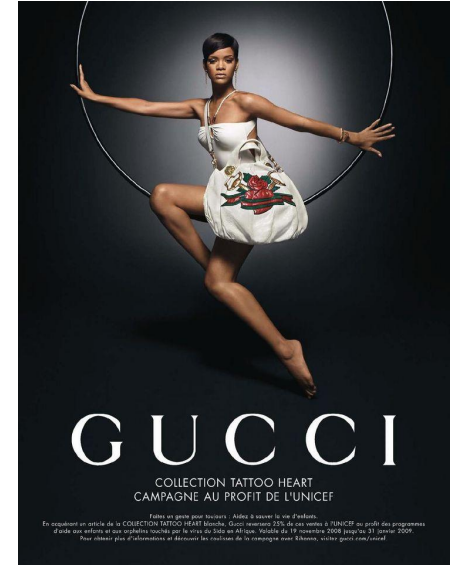
Lifestyle Appeal



Jared Leto and Lana Del Rey



Harry Styles



Rihanna