



THE NEW GUCCI EXPERIENCE

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THE REBOOT

WHATEVER ONE MAY THINK OF PUTTING DEMNA IN CHARGE OF CREATIVE AT GUCCI, IT WAS A **BOLD** CHOICE. BUT WHAT IF THE MUCH NEEDED PIVOT EXTENDED BEYOND DESIGN? WHAT IF GUCCI RE-DEFINED HOW WE

**PERCEIVE,
EXPERIENCE,
AND PURCHASE**

LUXURY FASHION?

THE WAY APPLE RE-DEFINED CONSUMER ELECTRONICS 24 YEARS AGO.

CLIENT-FOCUSED COMMUNICATIONS

Instead of traditional, same-for-all, repetitive, brand-focused communications, Gucci could make its damnest to understand its clientele – their fashion and lifestyle preferences, where and how they travel and spend money, what makes them happy.

This could be done by motivating customers to safely share data directly, purchasing the data, or partnering with relevant data holders, like AMEX.

Gucci could then use AI to translate rich customer profiles into **personalised engagement strategies – offering right content and services to the right people at the right time.**



REIMAGINE RETAIL

Hand-stitched coats don't have to be purchased roughly the same way we buy tomatoes.

Digital retail doesn't have to oscillate between a grid and an unusable interactive maze.

Retail can be informative, exciting and seamless. Absent a strategy, 3 possible directions:

Shoppable product placement

Reclaim product placement as inspiring, good taste advertising. Prime film and TV products place garments in high quality context no ad can realistically produce.

A brand just needs to align with the right material and make products on screen recognisable and shoppable.

Style advisory

AI product advisor could build a digital twin of the client's wardrobe and not only propose looks based on star stylist principles (absorbing user preferences over time), but also **recommend new and upcoming products to complement what's already been purchased for high-impact shopping.**

Not all retail spaces have to be rails-on-walls

Stores have been optimised over millennia into efficient and homogenous spaces. Typically, a CEO would aim to optimise the system to increase revenue by a few points; **what if Gucci used the moment to consider a new retail format – the way Apple and Nespresso redefined theirs?**

SOLVE SECOND LIFE

Customers who buy regularly, grow out of love with the majority of their purchases, that accumulate, taking space, as continuous reminders of the shapes and styles we used to have, the promising romantic dates and work presentations that didn't quite pan out.

An AI advisor would not only help subscribers maximise the versatility of their wardrobes, but also track items left untouched and help sell those authenticated, rarely worn, pieces through premium second-hand e-tailers or trade them with fellow service users.

This would:

- **Allow Gucci clients to make the most of their purchases and possibly buy more**
- **Gather insights into what people actually wear and how**
- **Open doors to numerous new services and revenue streams**
- **Support deeper relationships and loyalty at the time of great uncertainty and distrust**



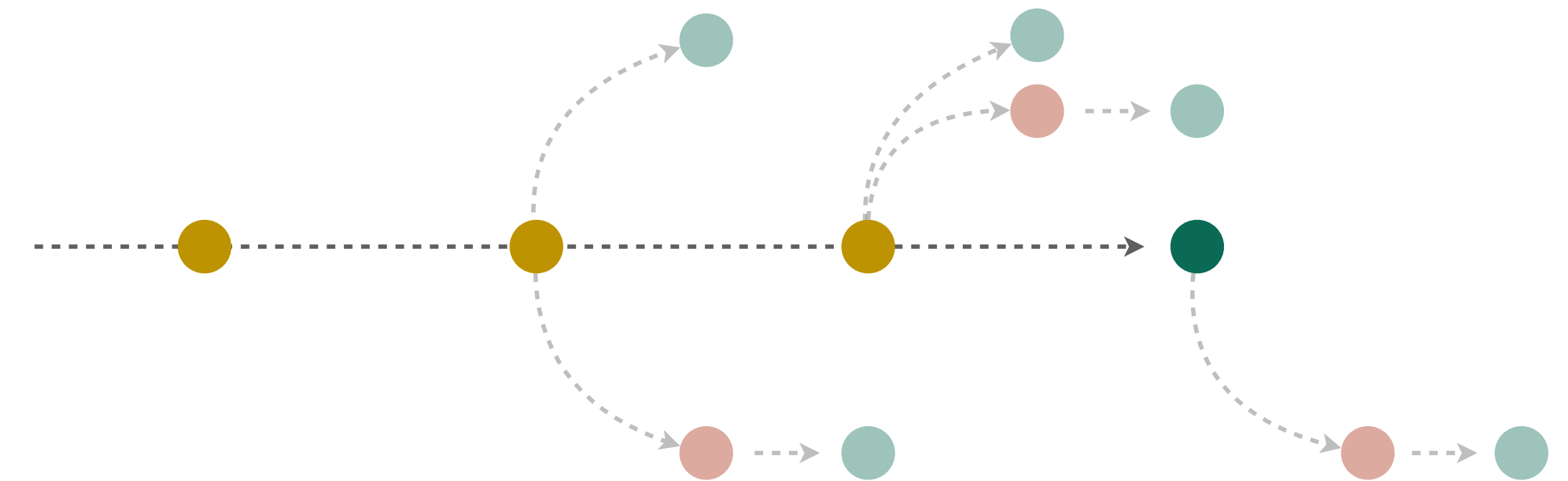
INTRODUCE PREEMPTIVE CARE

Knowing customers and their wardrobes would allow Preemptive Customer Care – **a proactive elimination of potential points of disappointment before they occur.**

A bag losing its shine, a walk-in wardrobe offering nothing to wear, and a much loved sweater ruined by a stain – are all predictable possibilities. A brand can design paths for clients to take to turn negative experiences into positive ones.

For example:

Instead of leaving a client to frantically google how to rescue off-white cashmere from a red wine spill, an **AI bot trained by top cleaning experts that knows the exact garment the user is talking about, can advise – by text, voice or video – instantly, at any hour, and in customer's native language.** It could also involve reliable local dry cleaners, even if the client is abroad and would struggle to explain the matter in the local language.



BUILD A REAL COMMUNITY

Creating the sense of belonging, fostering long-term loyalty around a product is hard and usually leverages existing passions (running, cycling, yoga). People who can afford expensive clothes are not necessarily passionate about how those garments come together.

At the same time,
Working UHNWIs are typically of age and in position that make striking new friendships rather hard.
73% of members use private social clubs to connect with friends and meet like-minded individuals.

Leveraging rich customer data, Gucci could invite small groups of clients to events relevant both – to the brand's image as well as clients' interests. The events could be public (premieres, exhibitions, concerts, lectures, restaurant openings etc.)

The company would create opportunities for light touch social interactions, guided by gifted hosts (e.g. drinks and discussion in a small circle) to become the social glue that brings people together, in on-brand context, transcending specific venue or collection schedule.



CREATE NEW PRODUCT CATEGORIES

Before Chanel N°5, selling perfume to compliment design was not something fashion companies did. Today, it is where many draw much of their profit.

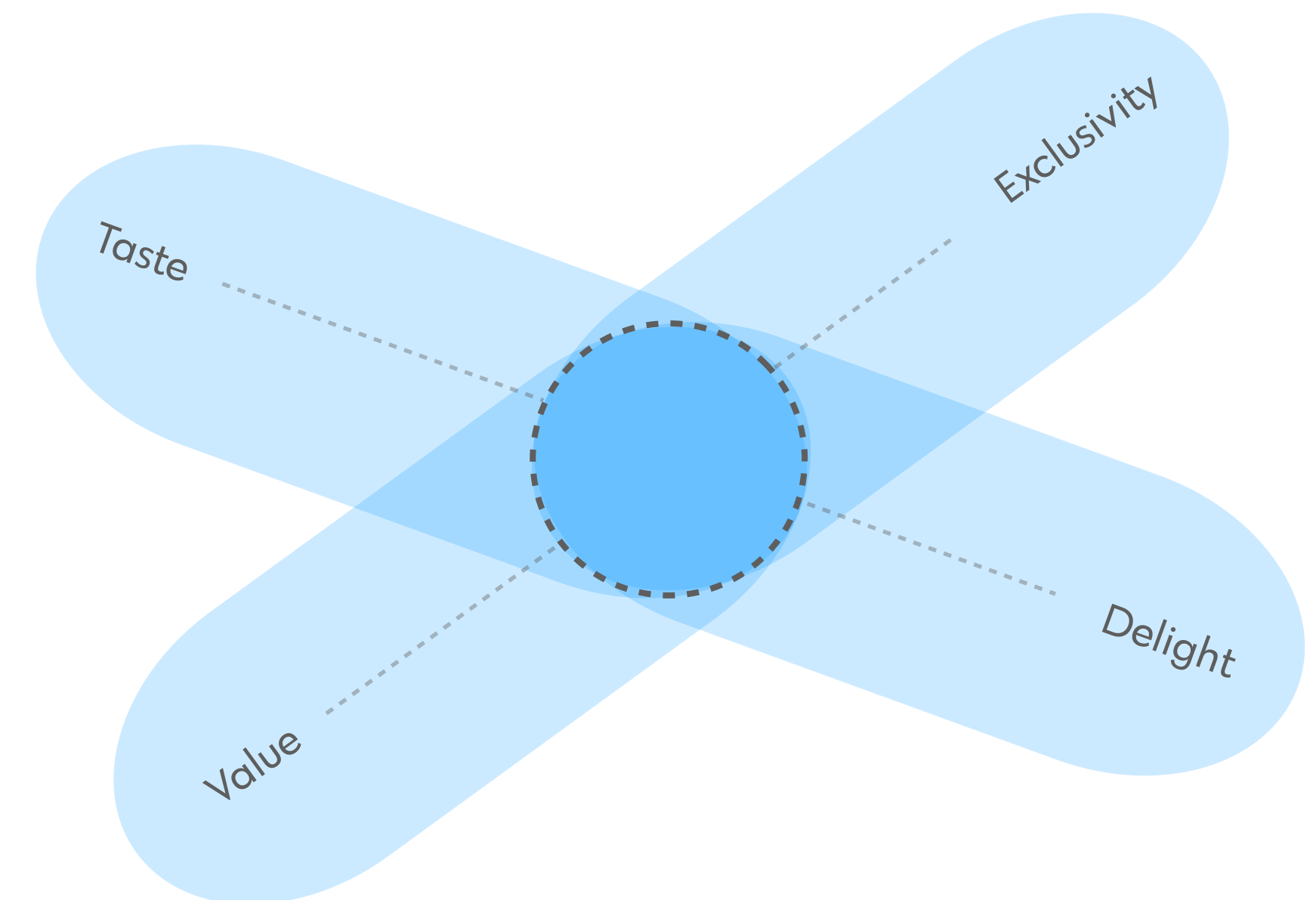
What would the 2025 equivalent of that be? Successful luxury houses' expertise lies at the intersection of good taste, exclusivity, bringing delight to those hard to impress, and providing lasting value.

Produced in partnership with subject-matter experts and ranging in price from affordable one-off purchases to costlier long-term engagements, the new growth directions could include:

Styling advice – from AI recommendations to wardrobe building

Art investments – from fractional ownership to collection development

Travel, social & wellness – from playlists, cultural & fashion tips from local partners based on the brand's deep customer knowledge, to private social & fitness club access abroad – for work and wellness.





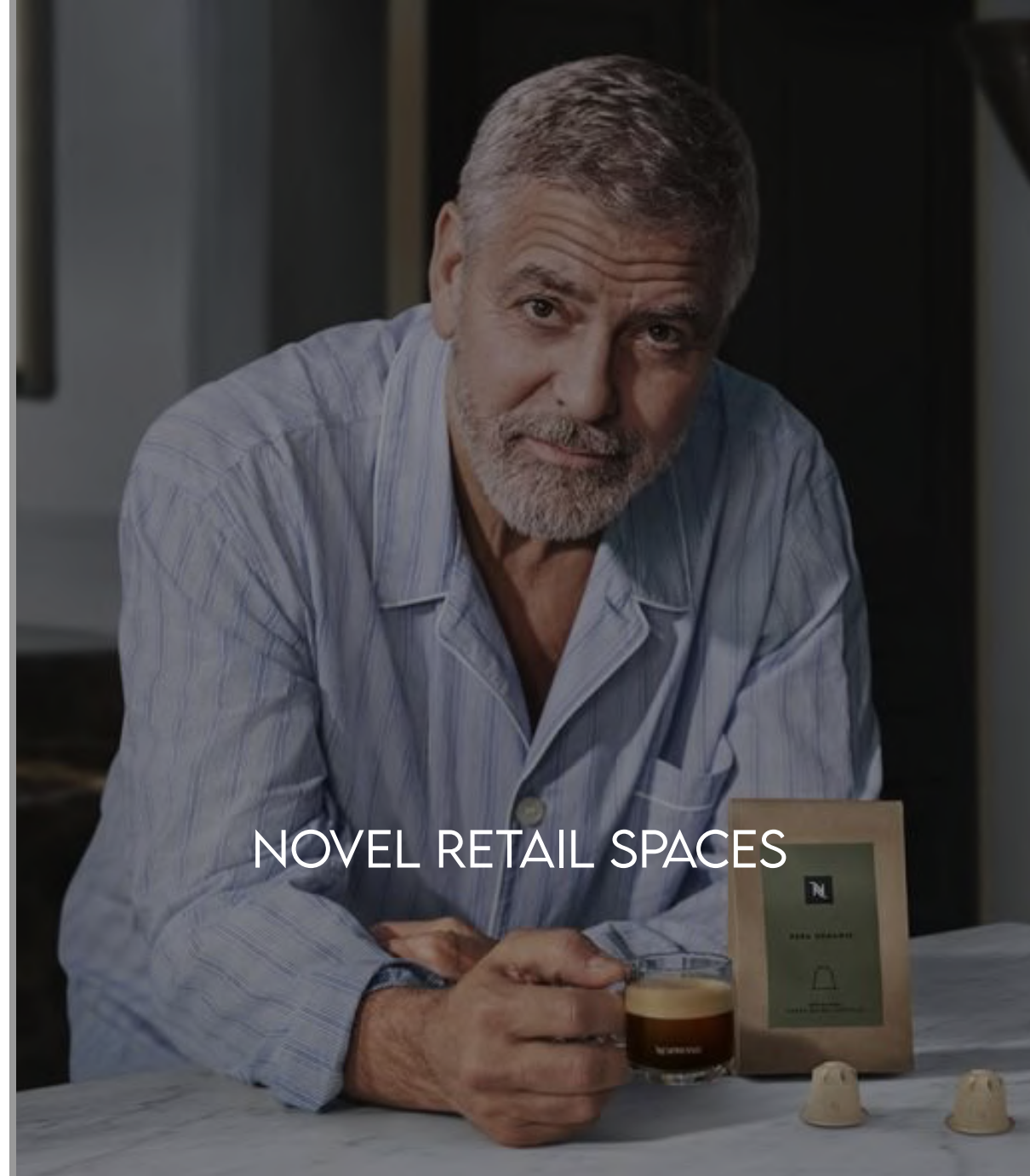
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SHOPPABLE PRODUCT PLACEMENT



STYLE ADVISORY



NOVEL RETAIL SPACES



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CODA

A crisis is a terrible thing to waste.

Gucci is in a unique position, has unique talent, to do what most companies wouldn't or couldn't do – redefine the luxury category.

It doesn't have to be a dramatic overnight transformation, but, well-planned, it would produce a flywheel that would create new revenue streams, generate brand value, win new customers, increase loyalty among the current ones, and make the company less exposed to market fluctuations and mad-king events.



“IT’S NOT BECAUSE THINGS ARE DIFFICULT THAT WE DARE NOT VENTURE.
IT’S BECAUSE WE DARE NOT VENTURE THAT THEY ARE DIFFICULT.”

Marcus Aurelius