

## GUCCI TIMELINE

- 1881 Guccio Gucci is born in Florence
- 1897 He finds work in the Savoy Hotel, London
- 1902 He returns to Florence and joins the leather manufacturer Franzini
- 1905 Aldo Gucci born to Guccio and his wife Aida
- 1907 Vasco Gucci born
- 1912 Rodolfo Gucci born
- 1921 Guccio opens the Gucci business in Florence with stores at Via Vigna Nuova, followed by Via del Parione
- 1935-36 As a result of League of Nations embargo against Italy, Guccio finds alternatives to imported leather and other materials. He develops a specially woven canvas or hemp from Naples, printed with the first signature print – a series of small interconnecting diamonds in dark brown on a tan background, in which Guccio's first successful suitcases are made.
- 1938 The Rome store opens on Via Condotti
- 1947-48 Production of leather goods resumes after World War II. Aldo Guccio introduces the pigskin that becomes a signature house material
- 1947 The first bamboo-handled bag, inspired by the shape of a saddle, is thought to be produced in this period
- 1948 Maurizio Guccio is born to Rodolfo and his wife Alessandra
- 1951 Rodolfo opens first Milan store at Via Montenapoleone around this time, the green-red-green web becomes a hallmark of the company
- 1953 Guccio becomes one of the pioneers of Italian design in the US when Aldo opens the first American store in the Savoy Plaza Hotel, East 58th St, New York
- 1953 Guccio Guccio dies at the age of 72
- 1953 The Guccio loafer with metal horsebit is created
- 1955 The Guccio crest is registered as trademark
- 1960 The New York store is moved to a prestigious address next to the St Regis Hotel
- 1961 Guccio stores open in London and Palm Beach
- 1961 The bag subsequently known as "The Jackie O" is launched; around this time the GG logo is applied to canvas and used for bags, small leather goods, luggage and the first pieces of clothing
- 1963 The first Paris store opens
- 1966 The "Flora" scarf print is designed for Princess Grace of Monaco
- 1968 Guccio opens in Beverly Hills
- 1972 Guccio opens in Tokyo
- Maurizio Guccio, son of Rodolfo, goes to work with his uncle Aldo in New York, until 1982
- Around this time, Guccio is hitting the heights of fashionability. A new store dedicated to clothing is opened at 699 Fifth Avenue in New York, while 689 Fifth Avenue is opened to specialise in shoes, bags, luggage and accessories
- 1974 Guccio opens in Hong Kong
- 1975 The first Guccio perfume is launched
- 1981 The Guccio Accessory Collection is launched. The Guccio ready-to-wear collection parades for the first time at the Florentine fashion shows at the Sala Bianca, playing heavily on the Flora print

- 1982 Gucci becomes an S.p.A. and leadership eventually passes to Rodolfo Gucci
- 1985 The Gucci loafer is displayed at the Metropolitan Museum of Art in New York and becomes part of the permanent collection
- 1989 The Anglo-Arab holding company Investcorp purchase 50 per cent of Gucci shares
- 1990 The American designer Tom Ford is hired to oversee women's ready-to-wear
- 1993 Maurizio Gucci transfers his shares to Investcorp, ending the family's involvement in the firm
- 1994 Tom Ford is appointed Creative Director
- 1995 Domenico De Sole, previously Chief Executive Officer of Gucci America Inc, is appointed Gucci Group's Chief Executive Officer
- 1996 Tom Ford's A/W 1995/1996 collection of "Jet Set" glamour is a massive hit, putting Gucci back at the forefront of fashion
- 1996-97 Tom Ford's collection of white cutout jersey dresses fastened with abstract horsebit belts sets the sleek, sexy, modern style of the Gucci Nineties look – and establishes it as a house dedicated to the kind of evening glamour that attracts swathes of Hollywood actors and actresses
- 1999 The "Jackie O" bag is relaunched in many colours and variations, triggering a huge and sustained response. It opens the era of the Gucci must-have "It" bag
- 1999-2001 Gucci's name became associated with Gucci Group when the strategic investment of PPR (Pinault Printemps Redoute at the time) began focusing on building a portfolio of luxury brands of which Gucci was and is still the largest.
- 2002 Frida Giannini, previously a bag designer for Fendi, joins Gucci's accessory department, contributing bold reinventions of house signatures as part of Ford's team
- 2004 Tom Ford and Domenico De Sole leave the company
- 2005 Frida Giannini, from the previous role of Creative Director of Accessories, is appointed Creative Director of Women's ready-to-wear after her relaunch of the Flora print as a bag collection proves a huge success
- 2006 Frida Giannini is appointed also Creative Director for Menswear