

GUCCI

GUCCI ANNOUNCES COLLABORATION WITH TOMMEY WALKER'S DETROIT VS. EVERYBODY

Gucci, through its social impact initiative Gucci Changemakers, is pleased to announce a collaboration with Detroit designer Tommey Walker and his homegrown label DETROIT VS. EVERYBODY on a special line-up of T-shirts with a donation benefiting non-profit organizations.

A simple concept with a powerful message, the VS. EVERYBODY slogan embodies the fiercely independent and unapologetic spirit of Detroit. It is this resiliency that has allowed the city to resurrect and revitalize itself while breaking cultural and social barriers along the way. It is this creative spirit and vision that has deeply resonated with Gucci.

Intertwining Italian craftsmanship and Detroit's industrialist savoir-faire, the collaboration uses Gucci's fabric and raw materials and the VS. EVERYBODY graphic to underscore the likeminded creative vision and brand ideals that the House and Tommey Walker's label are intrinsically known for.

Tommey's signature DETROIT VS. EVERYBODY logo is revamped to celebrate the Gucci Changemaker's 11 US focus cities, first identified in 2019 for the launch of the program, which includes Atlanta, Chicago, Detroit, Houston, Los Angeles, Miami, New Orleans, New York, Philadelphia, San Francisco, and Washington D.C. In its third year, Gucci Changemakers provides donations to non-profits within the 11 cities which support social change and help to build strong connections and opportunities within communities of color.

To celebrate Gucci Changemakers' commitment to fuel community engagement and positive social change, a donation will be made to the 2020 and recently announced 2021 Gucci Changemakers North America Impact Fund winners. These local non-profit organizations are focused on key social impact areas including social justice and equity; arts and culture; health equity and wellness; and education. Aligning our social good and brand engagement strategies and continuing to support these organizations and communities, the partnership with Tommey Walker will be the first time Gucci has introduced a product collaboration under the Changemakers umbrella.

Tommey Walker says, "My partnership with Gucci is a dream come true, not just for me and my team, but also for celebrating the city of Detroit's cultural richness and innovation. I've long admired the creative genius that is Alessandro Michele and am

honored and humbled that Gucci respects my work. DETROIT VS. EVERYBODY and Gucci share the same unifying ethos, to bring people together for a greater good and to transform a feeling into a cultural moment.”

Alessandro Michele’s designs have captured a cultural sensibility that has resonated with a generation. Using fashion and design as a tool of empowerment, this partnership aims to lead the charge in the fight for meaningful change. For the first time under the Changemakers umbrella, Gucci has created a capsule collection that uses fashion through the means of creating social good.

To support the project, Gucci partnered with a local Detroit production house to create a video anthem highlighting Tommey’s story and the power of the VS. EVERYBODY brand. The video showcases the Detroit community and local changemakers such as Bakpak Durden, a mural artist who created a custom painting depicting the partnership. Additionally, to further amplify Tommey’s story, activist and educator Brittany Packnett will be featured in conversation with Tommey Walker for Gucci’s Podcast channel.

Retailing for \$390 USD, each of Gucci’s flagship boutiques in the 11 US Changemaker cities will exclusively carry their city’s T-shirt in limited quantities, while the full offering will be available on Gucci.com in the United States beginning on March 1st.

To honor Tommey’s hometown, Gucci will release a special-edition GUCCI VS. EVERYBODY T-shirt, marrying the creative identities together, available exclusively in Detroit at the Troy Somerset Collection Gucci store.

IMPACT FUND WINNERS

2020

- HBCU VC, Atlanta, GA
- After School Matters, Chicago, IL
- Braven, Chicago, IL
- Design Core, Detroit, MI
- Writers in the Schools, Houston, TX
- Black AIDS Institute, Los Angeles, CA
- Educate Tomorrow, Miami, FL
- The Alliance for GLBTQ Youth, Miami, FL
- ACLU of Louisiana, New Orleans, LA
- Custom Collaborative, New York, NY
- Slay TV, New York, NY
- National Youth Foundation, Philadelphia, PA
- Creativity Explored, San Francisco, CA
- Talking Points, San Francisco, CA
- UforChange, Toronto, ON, Canada
- Thurgood Marshall College Fund, Washington, D.C.

2021

- Misa Hylton Fashion Academy, New York, NY
- SoHarlem, New York, NY
- Weird Enough Productions, Atlanta, GA
- Sista Afya, Chicago, IL
- SocialWorks, Chicago, IL
- JOURNi, Detroit, MI
- Magpies and Peacocks, Houston, TX
- The Academy Foundation/Academy of Motion Picture Arts and Sciences, Los Angeles, CA
- We Are R.I.S.E., Los Angeles, CA
- Radical Partners, Miami, FL
- ProjectArt, New Orleans, LA
- Tools and Tiaras, Philadelphia, PA
- The African American Art & Culture Complex, San Francisco, CA
- Human Rights Campaign, Washington D.C.
- UforChange, Toronto, ON, Canada