

Gucci is one of the main global brands in the haute-couture and luxury sector. It is part of the Gucci Group, a department of the French holding company Kering. The company was founded in Florence in 1921 by the Italian entrepreneur Guccio Gucci. He started by opening a company specialized in leather goods and a small shop of luggage. He then created, within a short time, one of the best-known companies in the world in the fashion industry.

Today Maison Gucci is led by creative director Alessandro Michele. Due to its lines of handbags, shoes, men's, women's and children's clothing, leather goods, luggage, fragrances, jewellery, watches and accessories, it is the best representation of the style and quality of Made in Italy worldwide.

Last year the fashion house launched a project that aims at increasing the production by making new investments in Italy and recruiting new staff. Gucci intends to hire 900 workers by the end of this year. Some workers have already been recruited but many will be hired over the next few months. 400 of the new employees will be destined to the recently opened Gucci factory in Scandicci (Florence).