Gucci is one of the leading global brands in the haute-couture and luxury goods sectors. It is part of the Gucci Group, a subsidiary of the French holding Kering. It was founded in Florence in 1921 by the Italian entrepreneur Guccio Gucci. Firstly, he set up a business specialised in leather goods and established a small shop selling luggage. Then, he founded a fashion brand which quickly became one of the most renowned all over the world.