Since last year, the fashion house has been pursuing a growth project that includes new investments in Italy to boost production, as well as the appointment of several members of staff. Gucci has planned to hire about 900 staff members by the end of the year. Some of these have already been appointed, but more will be carried out over the next few months; as many as 400 of these will be at the brand new Gucci factory in Scandicci, Florence.