Since last year, the House of Gucci has been working on a project of growth whose goals are to invest more in Italy, so that the production can increase, and to employ new staff. By the end of the year, the company plans to hire 900 employees. Part of the hiring project has already been completed, but other recruitments will be concluded by the end of the following months. 400 of the new employees will work at the new Gucci establishment in Scandicci (Florence), that has been recently opened.