

# GUCCI

## **GUCCI FOR HOME: FRIDA GIANNINI DESIGNS SPECIAL EDITION T SHIRT**

Gucci is proud to announce its support for HOME, the unique cinematic environmental film directed by Yann Arthus-Bertrand, produced by Luc Besson and funded by Gucci parent company the PPR Group.

HOME takes an unprecedented approach in exploring the current state of the planet through aerial images filmed in more than fifty countries around the world, with the objective being the increased awareness of major environmental and social challenges facing humankind.

Yann Arthus-Bertrand said, "This movie has been inside my head for 15 years now. All that I saw and learnt while flying over the Earth has transformed me. This movie should be both magnificent and intelligent, but, above all, it should be steadfastly constructive. What is important today is that we are 6 billion intelligent beings who can take action."

In honor of the film, Gucci Creative Director Frida Giannini has designed a special, limited edition T-shirt, which will be sold in select Gucci stores worldwide. Extending the message of sustainability, Giannini designed the T shirt using 100% organic cotton and natural dyes in recyclable packaging. The design features the official HOME logo in which Giannini has integrated the iconic Gucci "GG" symbol, while the back includes the names of each country featured in the film. A white canvas bag with the HOME logo in gold accompanies the Tshirt. On sale from May 25 the T shirt will be available in both men's and women's sizes priced at Euro 140, with all profits donated to Goodplanet.org, a non-profit association created by Yann Arthus-Bertrand in 2005.

Frida Giannini said, "Anyone who watches this film will not fail to be deeply moved by the incredible imagery captured by Yann Arthus-Bertrand. It is a truly remarkable call to action for all us to play a part in protecting the planet for the generations to come."

HOME will receive a unique multi-platform release on June 5<sup>th</sup> – World Environment Day – in cinemas, on television, on DVD and on the internet in 14 different languages and in over 87 countries around the world.