

ICONIC ITALIAN FASHION BRANDS

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ICONIC ITALIAN FASHION BRANDS (GUCCI, VERSACE)

Milan is known to be one of the fashion capitals in the world. Italy is the prior location to most luxury designers. Designers like Gucci and Versace. They have been well known for decades and they're apart of luxury fashion history

GUCCI



Gucci was founded by Guccio Gucci, a tuscan business man and designer. The company was founded in 1971 in Florence, Italy. the brands current value is approximately 10.2 billion US dollars.

GUCCIO GUCCI

Gucci's Instagram

The screenshot shows the Instagram profile for 'gucci'. At the top, there is the Instagram logo and the word 'Instagram', a search bar with the text 'Search', and navigation icons for home, activity, and profile. The profile header includes the name 'gucci' with a verified badge, a 'Following' button, and a dropdown menu. Below this, the profile statistics are listed: '6,339 posts', '37.9m followers', and '192 following'. The bio reads 'Gucci' followed by the link 'on.gucci.com/Gift19'. A line of text indicates 'Followed by chlogero, nickyjamp, amandaglazer + 34 more'. A row of seven circular icons represents various Gucci content series: 'Gucci Gift ...', 'Gucci Pod...', '1955 Hors...', 'Gucci Bloom', 'CHIMEFO...', '#GucciGrip', and 'ThePerfor...'. Below the icons are three tabs: 'POSTS', 'IGTV', and 'TAGGED'. The main content area displays three image posts. The first post shows a person in a plaid shirt and a colorful backpack on a beach. The second post features two women wearing colorful headwraps and sunglasses. The third post shows a man in a brown suit and a woman in a red dress standing together outdoors.


GUCCI'S TWITTER

The image shows a screenshot of the Gucci Twitter profile page. On the left is a dark navigation sidebar with icons and labels for Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, and More, along with a blue 'Tweet' button. The main content area features the Gucci profile header with a banner image of two women in tropical attire, the Gucci logo, and a 'Following' button. Below the header is the bio: 'Founded in Florence in 1921, Gucci is one of the world's leading luxury brands.' It also lists the location as Florence, Italy, the website 'on.gucci.com/2019_', and the join date as October 2008. The profile shows 352 following and 5.8M followers. A tweet from 6 hours ago is visible, featuring a photo of a person in a patterned Gucci jacket and a red life preserver, with text about holiday accessories and a campaign link. On the right side, there is a search bar, a grid of image thumbnails, a 'You might like' section with recommendations for Valentino, Tiffany & Co., and Glamour Fashion, and a 'Trends for you' section showing trending hashtags like #FireJessAllen and #ABeautifulDayMovie.

Gucci's Facebook

The image is a screenshot of the Gucci Facebook page. At the top left is the Gucci logo in a white circle. Below it, the name 'Gucci' is displayed with a blue verification checkmark and the handle '@GUCCI'. A navigation menu on the left includes 'Home', 'About', 'Photos', 'Locations', 'Videos', 'Events', 'Notes', 'Posts', and 'Community', with a green 'Create a Page' button at the bottom. The main content area features a cover photo of two women in tropical attire. Below the cover photo are buttons for 'Following', 'Share', 'Save', and 'Send Message'. A 'Photos' section shows a photo of a person in a colorful patterned shirt. To the right, there is an 'Ask Gucci' section with two questions and an input field, a 'Community' section with statistics and a 'See All' link, and an 'About' section with a 'Send Message' button.

GUCCI

Gucci 
@GUCCI


Home
About
Photos
Locations
Videos
Events
Notes
Posts
Community


Create a Page


Following Share Save ... Send Message

Photos


Ask Gucci


"Is anyone available to chat?"  Ask


"I have a question. Can you help?"  Ask


Type a question... 

Community [See All](#)


 Invite your friends to like this Page

 18,654,651 people like this

 18,468,332 people follow this

 Nabz Bass and 34 other friends like this

About [See All](#)

 Send Message

VERSACE



Versace was founded by Gianni Versace, a man from the Italian region of Calabria. In 1989, Versace launched their first couture line. The brand's value is approximately 1.7 billion US dollars in 2019.

**GIANNI
VERSACE**

Versace's Twitter

The image shows a screenshot of the Versace Twitter profile page. On the left is a navigation sidebar with icons for Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, and More, along with a blue 'Tweet' button. The main content area features the Versace profile header with a video of a woman at a piano, the Medusa logo, and account statistics (467 following, 4.1M followers). Below the header is a tweet from Versace about a gift guide featuring Versace Virtus handbags. On the right, there is a search bar, a grid of six fashion-related images, a 'You might like' section with three suggested accounts (Gigi Hadid, VANITY FAIR, and CHN), and a 'Trends for you' section with two trending hashtags (#SantaClausParadeTO and #Hockey24).

VERSACE 7,381 Tweets

Home Explore Notifications Messages Bookmarks Lists Profile More

VERSACE @Versace
Global versace.com Joined September 2009
467 Following 4.1M Followers
Not followed by anyone you're following

Tweets Tweets & replies Media Likes

VERSACE @Versace · 1h
Carefully curated, Versace's gift guide features a roster of most wanted items, including a selection of [#VersaceVirtus](#) handbags. [#VersaceHolidayGuide](#)
Discover more through [v.versace.com/gifts_for_her](#)

You might like

- Gigi Hadid** @GigiHadid Follow
- VANITY FAIR** @VanityFair Follow
- CHN** @cnc_hbn Follow

Trends for you

- #SantaClausParadeTO** 1,001 Tweets
- #Hockey24** 1.5M Tweets

VERSACE'S INSTAGRAM

The image shows a screenshot of the Versace Instagram profile. At the top left is the Instagram logo. The profile picture is the Medusa head logo, which is circled in pink. To the right of the profile picture, the name "versace" is displayed with a blue verified badge, followed by "Following" and a three-dot menu icon. Below this, the statistics "5,291 posts", "30.4m followers", and "214 following" are shown. The bio includes the text "Versace" and a link to "versace.com/versace-holiday-saga". Below the bio, it says "Followed by danoo_broyamifi, whatsoejunshanggit, peplebabybottle · 12 more". A row of seven circular icons represents featured posts, with labels "Holiday Saga", "Cruise 20", "#VersaViews", "#VersaP...", "#AtelierVer...", "#VersaSS...", and "#VersaSS...". Below the icons are tabs for "POSTS", "IGTV", and "TAGGED". The bottom of the screenshot shows three post thumbnails: a woman's face, a hand holding a card, and a woman in a pink patterned jacket.

VERSACE'S FACEBOOK

The image shows a screenshot of the Versace Facebook page. At the top is a blue navigation bar with the Facebook logo, a search bar containing 'Versace', and navigation links for 'Ludovico', 'Home', and 'Create'. On the left side, there is a vertical menu with links for 'Home', 'About', 'Posts', 'Photos', 'Videos', 'Locations', 'Events', 'Instagram', 'Pinterest', and 'YouTube', along with a 'Community' link and a green 'Create a Page' button. The main content area features a large profile picture of the Medusa head logo, the name 'Versace' with a verified badge and handle '@versace', and a 'Shop Now' button. Below this is a post from Versace, dated '1 hr', with the text: 'Carefully curated, Versace's gift guide features a roster of most-wanted items, including a selection of #VersaceVirtus handbags. #VersaceHolidayGala. Discover more: http://e-versace.com/gifts_for_her'. To the right of the post is a video thumbnail showing two women at a table, with the text 'ABOUT VERSACE' at the bottom. Below the post is another video thumbnail showing a hand holding a Versace handbag, with the text 'Welcome to the Family' and a quote: 'Why should fashion stay closed behind doors? I want everyone to be able to experience the world of ...'. A 'See More' link is located below the quote.

Versace & Gucci Analysis

● CONTENT

-Gucci's most likes were in celebrity content in their post and classic Gucci pieces.

- Versace's most likes were through features and celebrity content. Every posts has a hash tag of #Versacecruise2020 and #VersaceVirtus.

● IMPROVEMENT

-Gucci needs more social media content and to be more consistent with their posts

-Versace needs more features and grow stronger on their Twitter platform.

● SIMILARITIES

- Average of three posts per day

- Features in their collections along with celebrity features.

● DIFFERENCES

- Gucci posting the same content on all platforms

- Versace posts different content on each platform

-Gucci posting more often on Instagram then other platform while Versace's consistent on posting on all platforms.