# ICONIC ITALIAN FASHION BRANDS

PRESENTED BY LUDOVIC SENAT-PROSPER & SAMANTHA CHIMIENTI GENTILE



# 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

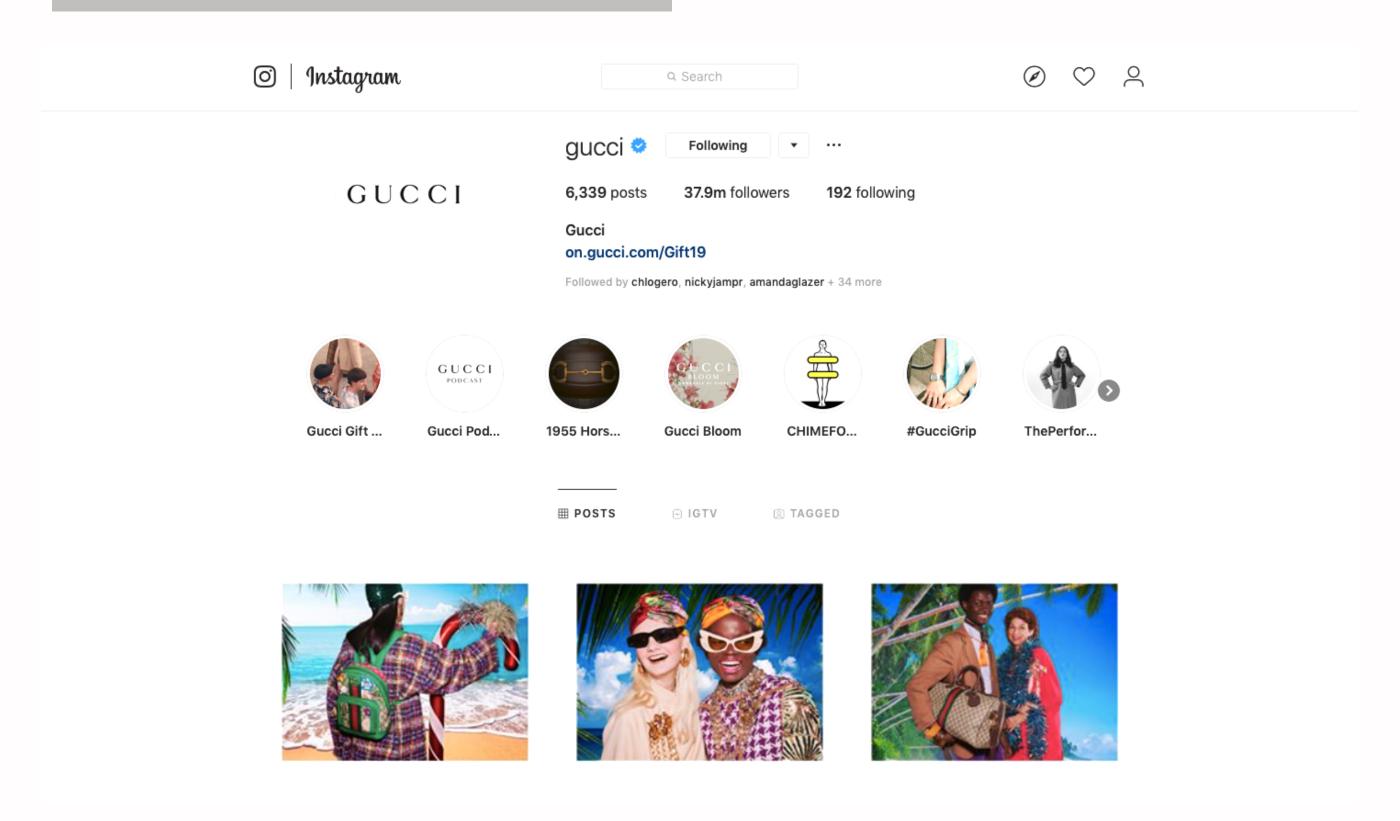
### GUCCI



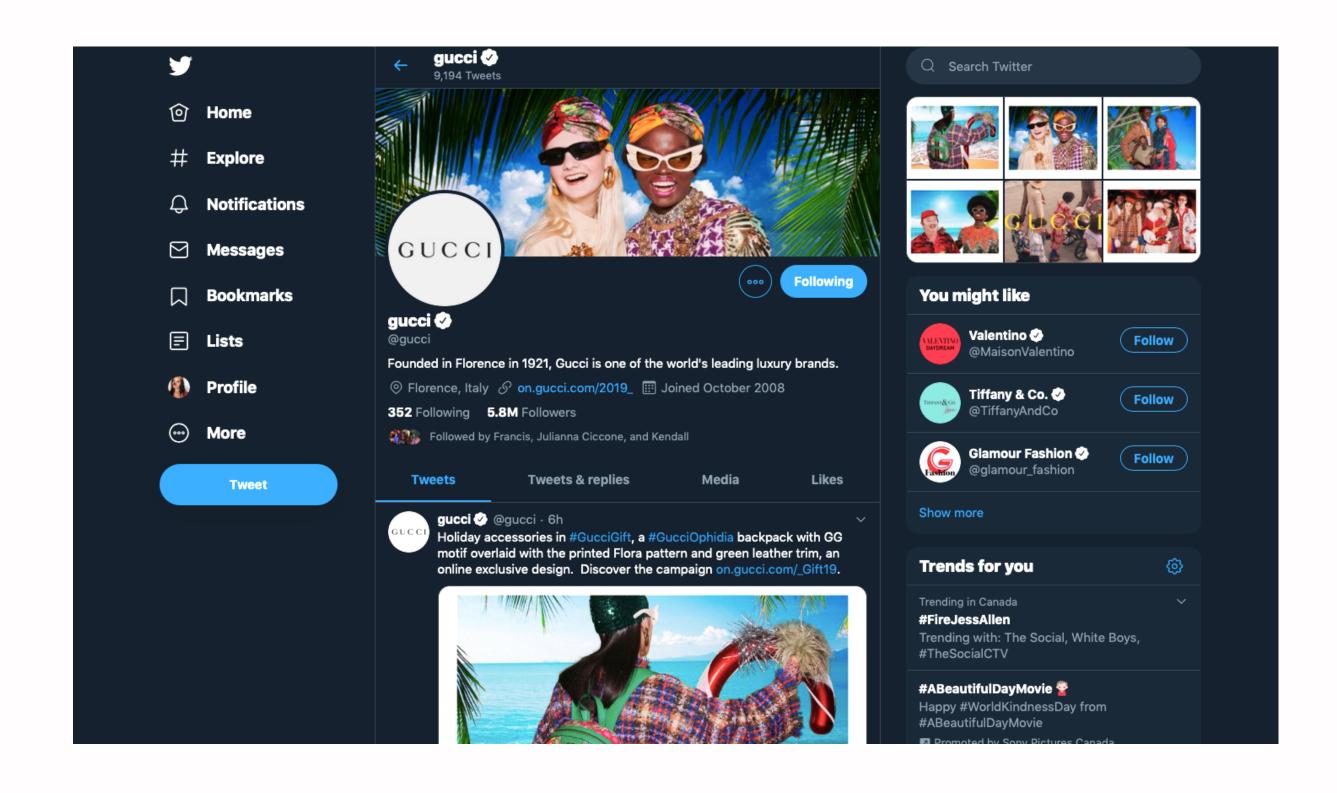
Gucci was founded by Guccio Gucci, a tuscan business man and designer. The company was founded in 1971 in Florence, Italy. the brands current value is approximately 10.2 billion US dollars.

GUCCIO GUCCI

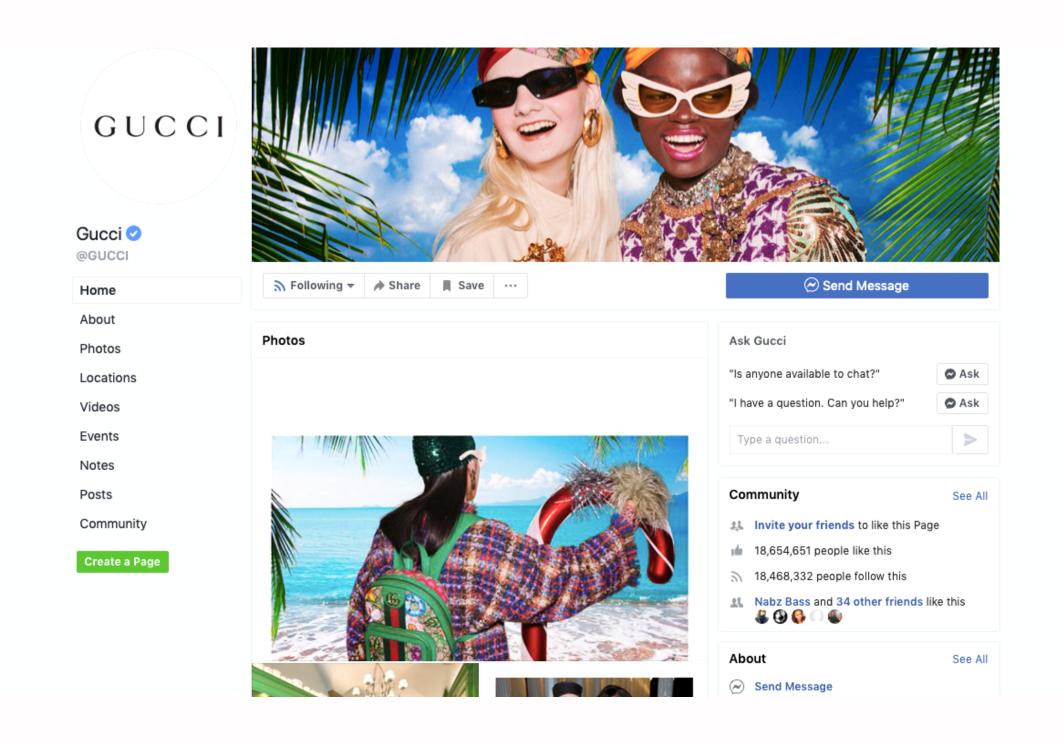
# Gucci's Instagram



## GUCCI'S TWITTER



# Gucci's Facebook



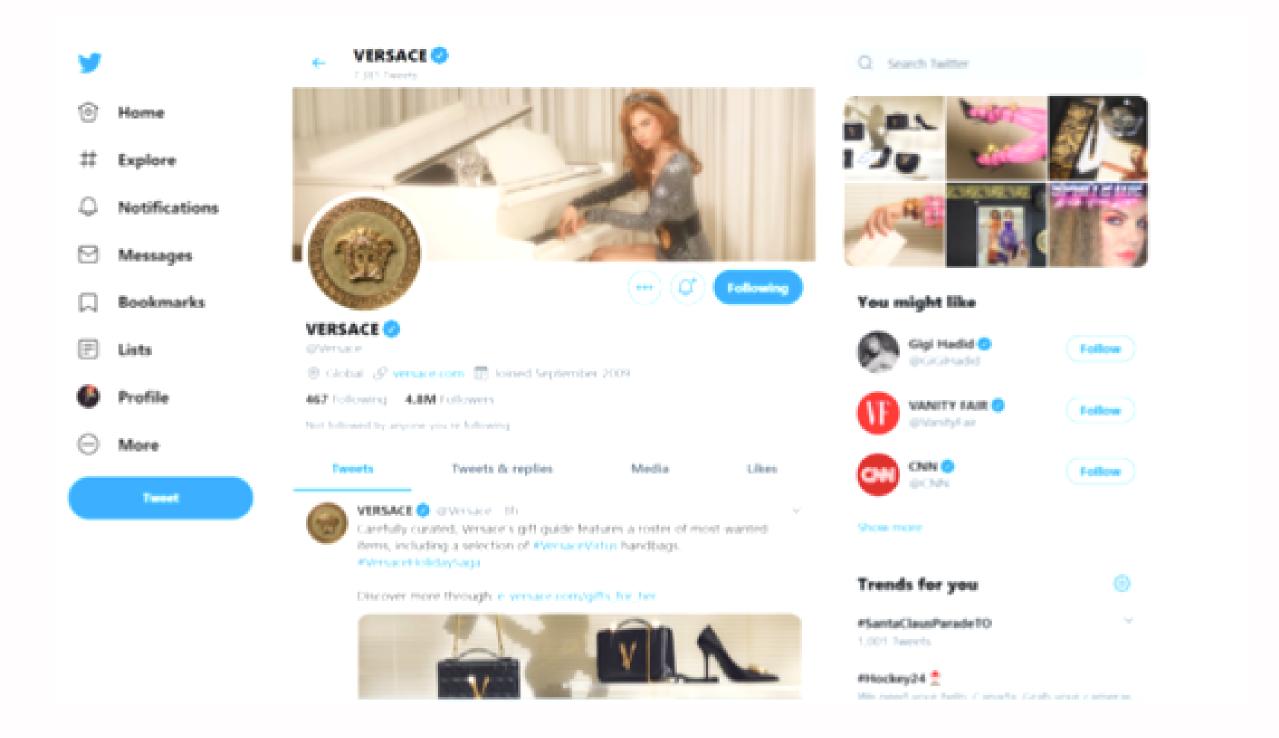
### **VERSACE**



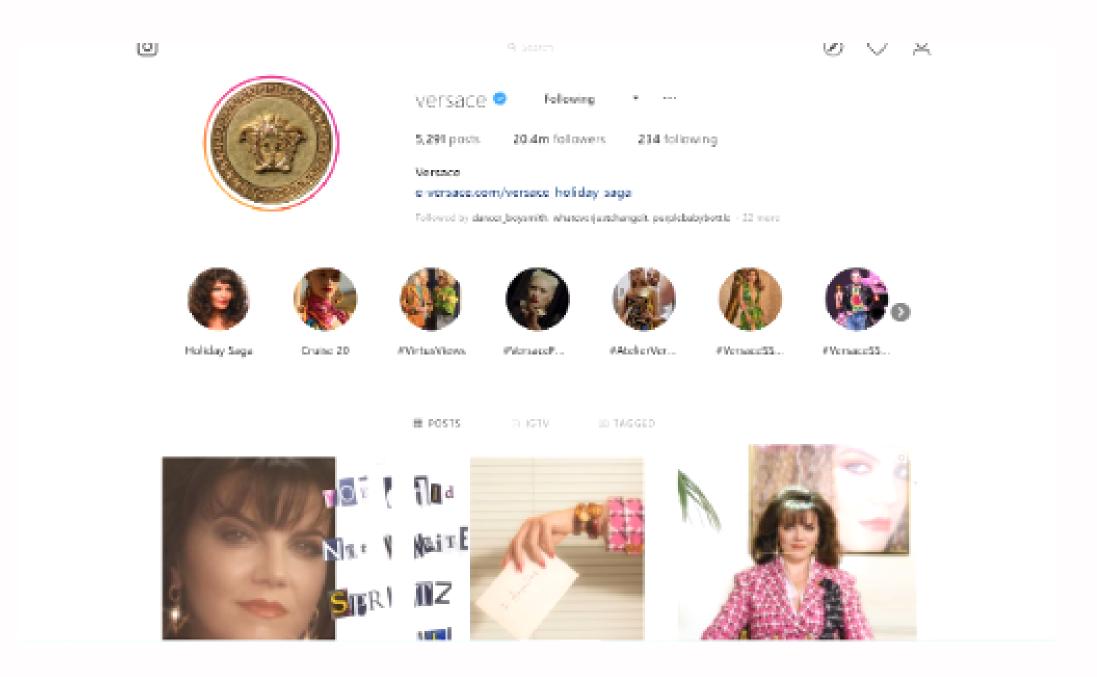
Versace was founded by Gianni
Versace, a man from the Italian
region of Calabria. In 1989, Versace
launched their first couture line. The
brand's value is approximately 1.7
billion US dollars in 2019.

GIANNI VERSACE

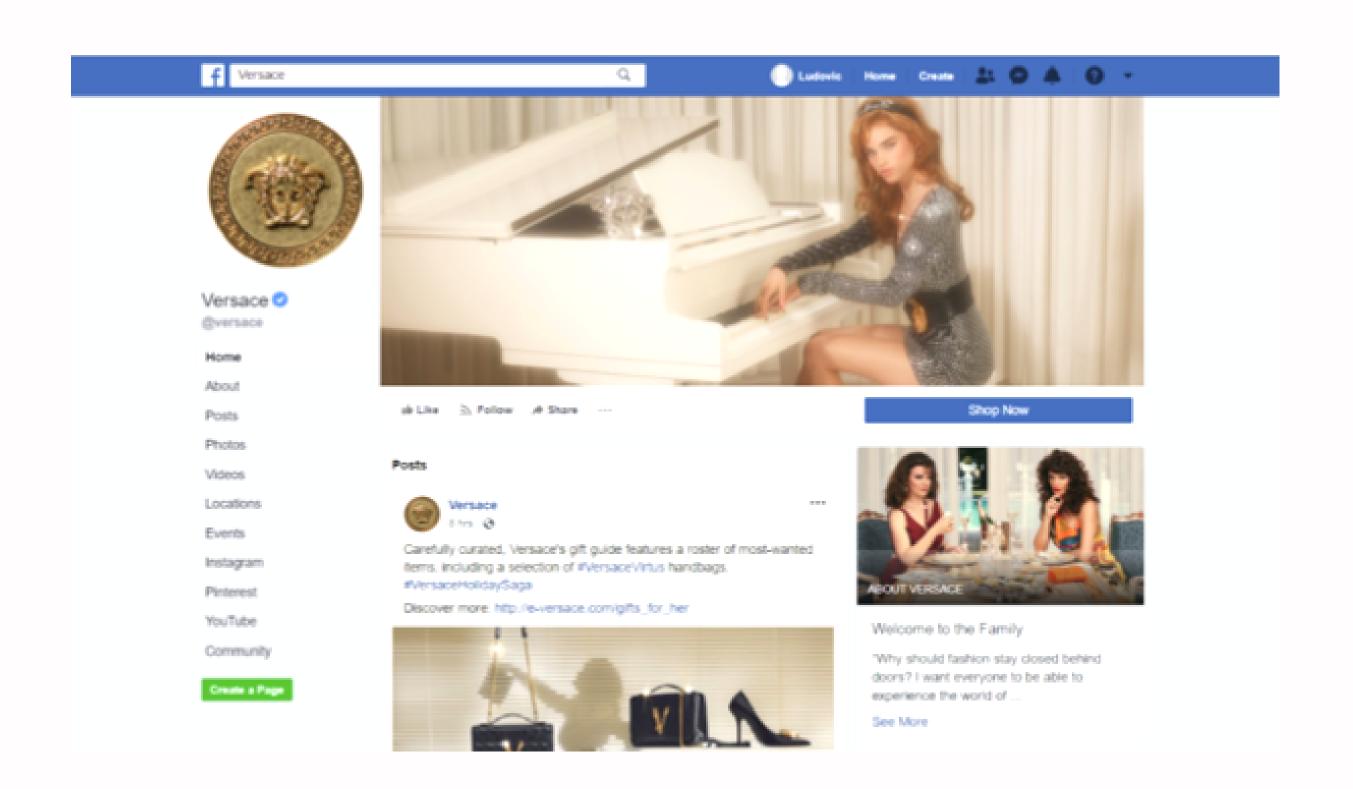
### Versace's Twitter



### VERSACE'S INSTAGRAM



### VERSACE'S FACEBOOK



# 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.