

GUCCI

Gucci x 100 Thieves

Gucci unveils its latest adventure in the field of esports, the collaboration with 100 Thieves, the apparel, lifestyle, and gaming brand based in Los Angeles.

Celebrating this bond, the House presents a limited-edition, numbered series of backpacks from the Gucci Off The Grid collection in bright red, with multiple pockets and a black leather trim, which displays a distinctive circular black leather patch with the 100 Thieves logo in silver. As part of the collection, the special backpacks are made from recycled and sustainably sourced materials – including ECONYL® made from fishing nets, carpets and other scraps. The manufacturing process also incorporates the recovery and upcycling of nylon fabric scraps (Gucci-ECONYL® Pre Consumer Fabric Takeback Program).

The 200 backpacks, available on Gucci.com and Gucci Beverly Hills, will come in a box made from recycled paper, containing a red pouch in recycled nylon housing the backpack. The collectible packaging displays both the Gucci and the 100 Thieves logos.

The collaboration draws on the shared values of Gucci and 100 Thieves, both companies passionately believe in diversity and self-expression, championing the importance of being able to hold a personal point of view without feeling limited by convention. As part of the Gucci Off The Grid initiative, the limited-edition Gucci x 100 Thieves backpacks stand for both company's commitment to sustainability and respect: respect for the people we share our planet with as well as for the environment – both keys to enjoy the world with greater freedom. This represents the first chapter of many steps Gucci and 100 Thieves will take together to promote their shared values, helping to drive the fashion and gaming industries towards a more sustainable, diverse and inclusive future.

Spotlighting the backpacks and their significance while introducing the dynamic people behind 100 Thieves to the Gucci community, a digital campaign was shot by New York-based Director and Photographer Guy Aroch in the 100 Thieves' world class gaming facility, known as the Compound. It features seven of the 100 Thieves content creators – Valkyrae, Neekolul, BrookeAB, Nadeshot, CouRageJD, Yassuo and Kris London – and two of its pro players, Ssumday and Kenny, during a day in the office.