Gucci’s Use of a Borrowed Corporate Heritage to Establish a Global Luxury Brand

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EXECUTIVE SUMMARY

We examine the ways in which corporate brand heritage can be used by luxury brands. In the case of Gucci, the corporation has developed a strategy based on an equestrian heritage that it did not originally own. This has led to the development of equestrian icons quintessentially associated with Gucci, such as the “Stirrup” bag, the “horse bit” and the green and red band which evokes a horse girth. This strategy has been integral to the positioning the corporation has used over time, providing today’s luxury consumer with what is the perceived heritage on which the Gucci corporate brand was built.

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