Alessandra Gucci, An Extraordinary Designer, A Woman Of Her Own

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"I learned by watching them create bags, mixing high quality, beauty and vivacity. Alessandra uses her name on the third design, taking a whimsical barrel shape for another one hundred years of Italian tradition. Alessandra’s creations are a tribute to the evolution of tradition, a passage from one creative generation to the next, a brilliant new direction with her first collection of purses.

The inspiration for her first line was a book on botany that depicted floral designs in an unexpected way. My next collection may again be inspired by my own imagination and creativity in my designs. Each piece is unique and vibrant, portraying an effect that was “chromatically stimulated.”

Alessandra decided it was time to make her own statement in the fashion world and create something that would establish her identity as a creative designer. "Shops who handle my first line of bags will also be the ones who get my second line. And this first line of exotic alligator bags is just the starting point for Alessandra. "Shops who create something that would establish her identity as a creative designer. I exercise because...