



### Alessandro Michele *By Judith Beyer*

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**RIGHTS**

**Size:** 153 x 229 mm /

**Exclusive:** WORLD

6 x 9 inches

**Series:** Fashion Auteurs

**Alessandro Michele's creative direction at Gucci, starting in 2015, transformed the brand into a maximalist, gender-fluid and intellectual aesthetic that blended vintage-inspired, eclectic designs with philosophical and cultural references**

Alessandro Michele revolutionized Gucci with his eclectic, gender-fluid aesthetic, blending nostalgia, pop culture and philosophy into a maximalist vision. This book explores Michele's impact as a fashion auteur who reshaped contemporary style, identity and fashion storytelling.

#### Readership

This book is for fashion enthusiasts, designers, students, and scholars interested in Alessandro Michele's transformative impact on Gucci, gender-fluid aesthetics, and the intersection of fashion, culture, and philosophy.

#### Key selling points

Presents the first comprehensive coverage of Alessandro Michele's work and impact

Provides an innovative perspective of Michele as Fashion Auteur

Appeals to a broad audience (from students, educators and fashion professionals to anyone interested in fashion)

#### About the Author(s) / Editor(s)

Judith Beyer is a fashion scholar and educator. Her research focuses on the intersections of fashion, culture, and identity, particularly gender fluidity and masculinities in contemporary fashion design.

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