

Alessandro Michele By Judith Beyer

Pub Date: 10 February 2026 BISAC CATEGORY: DESIGN / Fashion & **Binding:** Paperback Accessories DESIGN / Individual Designers,

Price: £19.95 / \$29.95 DESIGN / Textile & Costume **BISAC CODE: DES005000**

ISBN: 9781839996054 **BIC CODE: AKT**

RIGHTS Extent: 150 pages

Size: 153 x 229 mm / **Exclusive: WORLD**

6 x 9 inches

\$29.95

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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