

POLIMODA

Marco Bizzarri is the protagonist of the new Polimoda Duets episode

Curated by Polimoda, "A Culture of Purpose" is the latest episode of a series dedicated to the great protagonists of contemporary culture, centered on the President and CEO of Gucci

Florence, July 8th 2019 - The latest episode of Polimoda Duets, the series of documentary video interviews featuring contemporary culture icons, launched last October with Marina Abramović, is now online. Sitting in front of the cameras this time around is **Marco Bizzarri, President and CEO of Gucci as well as a key figure in the international fashion scene.**

Launched simultaneously on Instagram, YouTube and Facebook, **Polimoda Duets: Marco Bizzarri – A Culture of Purpose** shows the president and CEO of one of the most important fashion brands in the world talk about his journey in an exclusive interview conducted by journalist Christian Rocca. From his initial meeting with Alessandro Michele to the birth of the Gucci ArtLab, the entrepreneur responsible for leading the dizzying growth of the Florentine brand speaks creativity, strategy and vision; **the non-secret of a business worth over 8 billion euros:**

"There is no secret sauce or formula in managing companies, unfortunately. The strategy of Gucci and the aesthetic of Gucci, both from an aesthetic and a business standpoint, has changed; it's something that has been driven mainly by the passion and the values shared with Alessandro. I think we were quite lucky; we met and joined forces when the fashion industry was quite sleepy, in a way, and there was nobody that really tried to change the way things were being done."

"What we didn't want to do was plan a marketing strategy, because we knew that if you create a marketing strategy, even if it's well done, it will last for 6, 12 months, but it can't last long. However, if you follow your passion, if you do something because you like it, then it will be much easier to build and create on it."

"I think fashion is about emotion and trying to change the status quo. And to change the status quo, you need to take risks, and risk is not an option. I mean, you have to risk, otherwise you're bound to fall."

"The Gucci customer has changed radically over the last 4-5 years because we have become strongly dependent on millennials, who are warming to the lexicon; Alessandro turns to this new generation as well as Generation X which is the one that is growing the most in the last period. [...] Our strategy is to make people the center of what we do. This signifies human touch and one-on-one connection will always remain the most important thing."

This vision is reflected in every aspect of the business – from the store to the management of human resources as well as from the relationship with the customer to environmental and societal commitments – and highlights how closely everything is interconnected and how fashion is a founding part of contemporary culture.

The Polimoda Duets project connects the world of art, music and cinema; this combination marries contemporary culture to tradition, gathering words of wisdom from key figures in the sector - from Polimoda Rendez-Vous guest lectures to Fashion Displacement panel discussions - with a new format of exclusive video interviews. In each episode, an icon of our time is interviewed by a different interlocutor; a variety of talented journalists, influencers or researchers in the fashion field, in conversation about the central themes of modern society.

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*"If education is the link between culture and professional realities, then our task as educators is to accompany young minds towards the discovery and understanding of these two universes, which together lay the foundation for the development of personal identity and professional growth," explains Polimoda Director **Danilo Venturi**. "At Polimoda, we chose to accomplish this mission by giving a voice to leading figures of contemporary culture, offering both our students and a wider audience the opportunity to meet, listen and learn from their experiences. And if Marina Abramović is an icon for the world of art, Marco Bizzarri is certainly one of the most authoritative voices in fashion and the fashion business scene."*

Video Polimoda Duets: Marco Bizzarri

<https://youtu.be/mnTh6Cs0B64>

Credits:

Idea: Danilo Venturi

Intervista: Christian Rocca

Video & Music: Piero Fragola & Elephant Studio

Images: <http://bit.ly/Polimoda-Duets>

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