

APPAREL AND ACCESSORIES

Gucci to debut limited collaboration collection with Ignasi Monreal

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Gucci Hallucination drops at 8 am EST on Apr. 11. Image courtesy of Gucci

By STAFF REPORTS

Italian fashion label Gucci is launching its latest collection called Gucci Hallucination, created in collaboration with Spanish artist Ignasi Monreal.

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The limited-edition collection will contain only 200 copies of a T-shirt and 100 of a sweatshirt design, each individually labeled and featuring art and design from Mr. Monreal. Mr. Monreal has been behind some of the brand's recent advertising campaigns, bringing his signature surreal style to Gucci's brand.

Gucci Hallucination

Mr. Monreal first connected with Gucci's creative director Alessandro Michele on the brand's #GucciGram campaign in 2015.

Since then, the two have collaborated frequently, with Mr. Monreal's modern take on classical and mythological themes gelling with Gucci's fascination with modernizing older imagery. His designs have appeared on shirts in the Gucci Cruise 2018 collection and a 2017 holiday campaign from the brand.

The Gucci Hallucination collection features designs from Mr. Monreal, consisting of 100 sweatshirts and 200 T-shirts. These items will be available for a limited time only on Gucci's online store starting April 11 at 8 a.m. EST.

Each piece will be delivered in special packaging also designed by Mr. Monreal.



Gucci's art wall designed by Mr. Monreal. Image courtesy of Gucci

The artist has also created a new work of art depicting a woman on a sofa inspired by the painting "Portrait of Senora de Garay" by Ignacio Zuloaga y Zabaleta and the fairytale of Rapunzel.

This work is displayed on the side of a building in East London with Gucci's logo displayed prominently alongside it.

Recently, Gucci has focused heavily on artistic collaborations, such as a recent campaign called "The Performers." Gucci teamed with Cond Nast men's magazine British GQ to highlight the stories of creative individuals.

The second installment of their collaborative series "The Performers" follows five influential men as they travel to a place that shaped them. Rather than one-off articles, today native content partnerships often revolve around ongoing campaigns or series, allowing a brand and publication to make more of an impact ([see story](#)).

Gucci's collaboration with Mr. Monreal allows the fashion house to continue its trend of blending fine art with fashion as well as experimenting with highly limited collections to build anticipation and exclusivity.

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