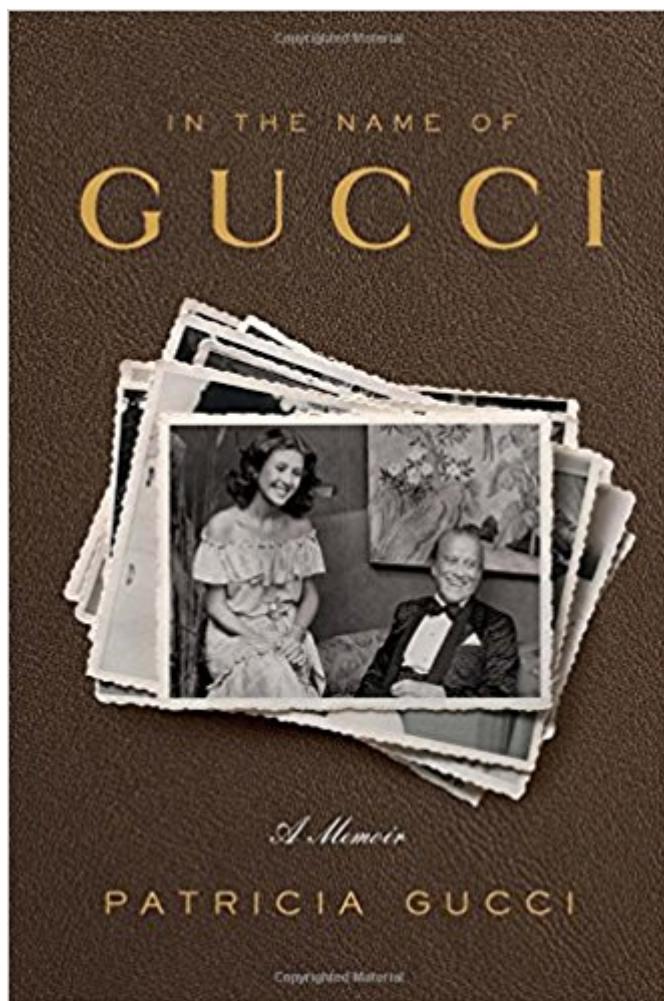


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# In The Name Of Gucci: A Memoir



## Synopsis

The gripping family drama "and never-before-told love story" surrounding the rise and fall of the late Aldo Gucci, the man responsible for making the legendary fashion label the powerhouse it is today, as told by his daughter. Patricia Gucci was born a secret: the lovechild whose birth could have spelled ruination for her father, Aldo Gucci. It was the early 1960s, the halcyon days for Gucci "the must-have brand of Hollywood and royalty" but also a time when having a child out of wedlock was illegal in Italy. Aldo couldn't afford a public scandal, nor could he resist his feelings for Patricia's mother, Bruna, the paramour he met when she worked in the first Gucci store in Rome. To avoid controversy, he sent Bruna to London after she became pregnant, and then discretely whisked her back to Rome with her newborn hidden from the Italian authorities, the media, and the Gucci family. In the Name of Gucci charts the untold love story of Patricia's parents, relying on the author's own memories, a collection of love letters and interviews with her mother, as well as an archive of previously unseen photos. She interweaves her parents' tempestuous narrative with that of her own relationship with her father "from an isolated little girl who lived in the shadows for the best part of a decade through her rise as Gucci's spokesperson and Aldo's youngest protégé, to the moment when Aldo's three sons were shunned after betraying him in a notorious coup and Patricia "once considered a guilty secret" was made his sole universal heir. It is an epic tale of love and loss, treason and loyalty, sweeping across Italy, England and America during the most tumultuous period of Gucci's sixty years as a family business.

## Book Information

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## Customer Reviews

"An absorbing, bittersweet tribute." Kirkus Reviews With its themes of epic passion, repugnant greed, and nefarious treachery, Gucci's memoir is straight out of Shakespeare. Booklist [In the Name of Gucci] delivers an in-depth, no holds barred look into the secretive personal life of the man that heralded the "Made in Italy" tagline as well as the creation, success and failures of one of the most famous Italian brands to forever impart their fingerprint on the world of design. Jillian Magenheim, Editorial Director of OliviaPalermo.com "A warm, personal and loving story that brings the larger-than-life characters and their foibles back to a human level, allowing readers to fully grasp the family tragedy behind the sensational headlines." Honolulu Star Advertiser

PATRICIA GUCCI was born in London and educated in England, Italy, and Switzerland before moving to New York to study acting. In 1982 she was appointed to the board of Gucci and roving ambassador in the United States and Asia until the company's sale to Investcorp in 1987. She has three daughters and lives in Switzerland.

I wasn't sure if this was going to read like a tabloid, but was quite pleasantly surprised by the honest and touching narrative of the relationship of Patricia Gucci's parents, and the family dynamic of the Gucci family. I was extra surprised when I found myself crying through one of the passages. Highly recommended.

A deeply personal account of the patriarch behind the brand history and the author's own childhood in the company's heyday in the 70s & 80s. Beautifully written, it speaks to men, women and children whose actions have gone unheard. The book restores one's faith in humanity on so many levels - tenderness, tolerance, generosity, magnanimity - by underscoring both the presence and the absence of such virtues in the characters that inhabit the house of Gucci.

Gave this to my daughter. She loves it.

Well researched and well written, this is not only an interesting account of a personal and romantic journey but also a clever snapshot of a specific period in time with plenty of detailed information to support it. Definitely a good read.

This memoir complemented what I have read about the Gucci house. I liked the tender and paternal

love this gentleman had for his daughter.

The book arrived as promised. Perfect condition. The book itself was only fair. Repetitive.

Insightful biography of a transformational dynasty on Italian style written by the daughter of the scion of the iconic Italian fashion house. Great read.

This is an interesting autobiography by Gucci's daughter Patricia. She's had quite a life. Her mother was a stunningly beautiful woman also. It was so well written, I didn't want to finish it.

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