



MADE TO MEASURE

Gucci's Creative Director Alessandro Michele customised a denim jacket just for ELLE – and we are never taking it off

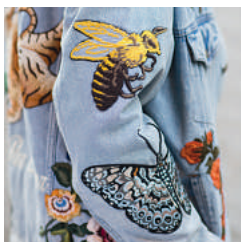
Photography **Victoria Adamson** Words **Bibby Sowray**

Patch-embellished, hand-customised denim has been percolating as a trend for a while now. But no one owns the idea quite like Alessandro Michele.

Gucci's hit-making helmsman ushered in the 'more is more' era when he was appointed creative director in 2015 and, five seasons on, we're still captivated by his riotous take on maximalism – replete with bold shapes, flamboyant frills and elaborate flora, fauna and tiger embroidery.

If his popular horse-bit loafers are the gateway to Michele's world, Gucci's customised denim is the holy grail. Those jackets you've been seeing on Rihanna, Beyoncé and Cara Delevingne are yours to make your own with the addition of the brand's epic collection of now-cult patches, featuring everything from snakes to bees.

'This collection is dedicated to those women and men who are in love with their wardrobe and who like to wear unique things,' says Michele of the Gucci DIY denim service, which customised this jacket exclusively for ELLE. 'I wanted to give my customer something slightly different, to allow them to have some little acts of freedom while wearing Gucci.' Made from Japanese denim and available in two washes, two fits and with two lining options, the jackets come with elaborate embroidery and single-letter monogramming. Essentially, they're works of art, with rustic denim as the canvas, making for beautifully ornate pieces that are hard-wearing enough for day-to-day. As Michele puts it: 'This is the power of fashion: the capability of allowing people to express themselves.'



LIGHT-BLUE, BLEACH-WASHED DENIM JACKET WITH EMBROIDERED FLOWERS, BUTTERFLIES, BIRDS, TIGERS AND 'L'AVEUGLE PAR AMOUR' (BLIND FOR LOVE) APPLIQUÉS SEWN ON BY HAND. THE PIECE HAS BEEN SPECIFICALLY CUSTOMISED FOR ELLE THROUGH THE APPLICATION OF AN EXTRA 'E' PATCH (PICTURED, ABOVE) USING THE GUCCI DIY SERVICE. PRICES START FROM £3,550.