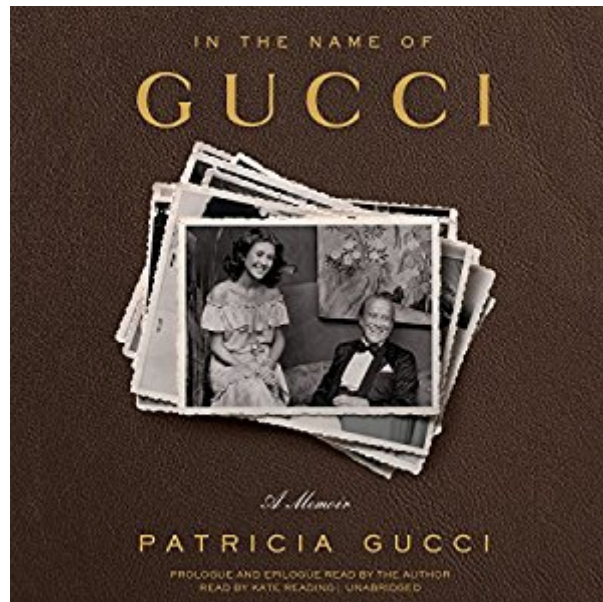


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# In The Name Of Gucci: A Memoir



## Synopsis

The gripping family drama and never-before-told love story surrounding the rise and fall of the late Aldo Gucci, the man who is responsible for making the Italian fashion label the powerhouse it is today, told by his daughter. Patricia Gucci was born a secret: the love child whose birth could have spelled ruination for her father, Aldo Gucci. It was 1963, the halcyon days for the "must-have" brand of Hollywood and European royalty. Patricia's mother gave birth in secret in London before she was smuggled back to Vatican City and hidden from the fashion world, the media, and the rest of the Gucci family. Aldo couldn't afford a public scandal, but he could not resist his feelings for Patricia's mother, Bruna, the paramour he first met when she worked for him as a shop girl in Rome. In *The Name of Gucci*, Patricia Gucci charts her parents' untold love story, relying on her own childhood memories as well as an archive of love letters and interviews with her mother. She interweaves her parents' story with that of her own relationship with her father - from a little girl who remained a secret for 18 months and wasn't publicly acknowledged for her first decade, through her rise to become Gucci's ambassador and Aldo's protégée, to the moment when Aldo's three sons, who betrayed him in a famous palace coup, were disinherited and Patricia - once considered the shame of Gucci - was made sole universal heir. It is an epic tale of love and loss, betrayal and loyalty, sweeping among Italy, England, and America throughout the tumultuous years during the rise and fall of the House of Gucci.

## Book Information

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## Customer Reviews

In the Name of Gucci is a heartfelt recounting of several lives and one iconic business through the lens of Patricia Gucci, the daughter of the family-firm Gucci's powerhouse behind the company's growth into an international luxury goods firm, Aldo Gucci. Aldo Gucci's daughter by his second wife, Patricia is now a mature woman with a mature understanding of human nature, and is informed by her mother's strong memories. The author sets out to do three things: to honor her father, to honor her mother, and: "to give my children a unique and truthful memento" There are some omissions to spare feelings, and to avoid lawsuits, no doubt, and there is spin on things that could be viewed from a very different, unsympathetic perspective. If you set those things aside, the book is highly readable, often fascinating, fluidly written, and gives the reader a close-up view of people who filled the newspapers for decades. That many members of the Gucci clan would not be out of place in a recent book about psychopaths in boardrooms, makes the book compelling reading. The spinning in the book generally relates to 53 year-old Aldo Gucci's sexual harassment of a 20 year-old employee. What makes the egotistical assault by the old-man-with-an-infatuation on the young woman most damning is that the young woman was very immature, and emotionally and psychologically weak and vulnerable. Hounded into a relationship with a married man old enough to be her grandfather, left the fragile woman scared for life. She is the author's long-suffering mother.

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