

Gucci launches “Altitude” technical mountainwear with Jannik Sinner

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Gucci, part of the Kering Group, is venturing into the world of technical winter sportswear with a new collection titled “**Altitude**”. The line marks Gucci’s first dedicated mountainwear offering and spans men’s and women’s ready-to-wear, accessories, footwear and high-performance equipment.

In a strategic move, Italian tennis pro Jannik Sinner has been named global brand ambassador for the collection. Fittingly, Sinner began his career as a young ski champion before rising to prominence in tennis — a narrative that aligns with Gucci’s alpine-inspired ambition.

Design ethos: Performance with style

The Altitude collection draws inspiration from the precision and utility of technical snow-wear while remaining grounded in Gucci’s heritage of leisurewear. The range features advanced materials — breathable three-layer fabrics, water-repellent finishes, sport-specific functional details such as ski-pass pockets and touchscreen-compatible inner panels.

Additionally, Gucci collaborates with the high-performance equipment specialist HEAD to offer skis, poles, snowboards, helmets and sport bags

His alpine-sports origins provide authenticity to the collection’s positioning — it’s not merely high-fashion wearable in mountains, but gear fit for serious winter conditions.

Why this matters for fashion & lifestyle

Firstly, this step sits at the intersection of luxury fashion and high-performance sports gear — a growing trend where lifestyle brands migrate into technical apparel segments. By launching a technical mountainwear line, Gucci signals its ambition to diversify beyond traditional luxury apparel and tap into outdoor-leisure and active luxury markets.

Secondly, the collection addresses a consumer desire for gear that looks as good off-mountain as it does on. In other words, the garments aren’t just for skiing or snowboarding. They’re to carry an aesthetic into urban contexts while retaining high-function materials.

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