

# Gucci Serial Codes

Over the years, the label style, text and font of Gucci serial Numbers have gone through various changes until the current label format was adopted. Older Vintage bags don't have serial numbers so the absence of a serial number doesn't necessarily mean a bag is not original

## Where can I find a Gucci serial Number?

Inside every modern Gucci bag is a leather label or tab that should be a square, or a slight vertical rectangle. Once you flip it over, you will find the serial number debossed on the underside.

It's usually sewn at the top or located near zippers. It is never on the sides of the bag lining. The serial number is heat stamped into the underside of this leather tag in two rows.

Smaller leather goods don't have the tab. Instead of a tab the serial number is stamped directly into the leather, usually near the card slots. The location can vary depending on the age and style of the bag but in most cases the numbers appear in one line separated by a dot in the middle.

Since 2016-17 and through 2021 Gucci began using QR codes in addition to the leather tab. This fabric tag is usually folded in half and sewn into the lining of the bag.



## What do the numbers mean?

It is more accurate to call this serial code a "style number" and "supplier number". The numbers are usually a sequence of 10-13 figures. The first row, or section before the dot, indicates the style code which should match the code on your receipt. The second row or section refers to the supplier code. The code is a serif font and will never have letters.

Unlike Louis Vuitton bags, Gucci serial numbers are not a "date code" and do not inform you of the year the bag was made. The serial code is not unique to your bag, and it is possible for two authentic Gucci bags to share the same sequence of numbers if they are the same style and have the same origin.



### **Do all Gucci bags have serial numbers?**

The leather rectangular serial number tag is typically found on Gucci bags made in the late 90s and onward. Vintage bags don't have the same serial numbers/codes as the newer styles. Bags produced before 1980's usually had no numbers just the Gucci script in cursive.

### **Other important authentication techniques for vintage Gucci bag**

The serial code isn't the only thing you should look for when checking your Gucci is authentic. Authentic Vintage bags will show some form of aging so whilst the condition can vary between items expect to find some signs of wear.

Here are some other things you can inspect

- Gucci Box
- Dustbag (style varies with age)
- Card and care booklet
- Uniform stitching and quality workmanship
- Hardware including engraving, zippers and logos
- Materials