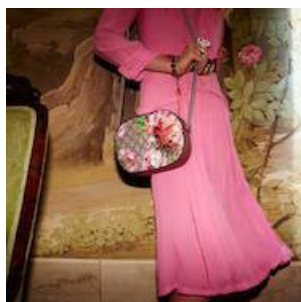


IN-STORE

Gucci gives cruise collection mammoth stage in Dover Street Market display

October 2, 2015



Handbag from Gucci's cruise 2016 collection

By STAFF REPORTS

Italian fashion label Gucci is giving consumers a new way to explore its cruise 2016 and Dionysus collections through an installation takeover at Dover Street Market in Tokyo.

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The brand has put its own touch on the permanent Elephant Room, covering the walls and a large pachyderm statue in its blush-toned geranium blooms print. Elevating shopping experiences beyond product display helps a brand reach consumers in a deeper way.

Elephant in the room

Gucci is the latest brand to collaborate with retailer Dover Street Market as a way to explore the brand's new creative direction and identity.

The collaboration between Gucci and Dover Street Market began on July 25 with the opening of the fashion label's dedicated shop-in-shop in Ginza, Tokyo. After the opening, Gucci will open shop-in-shops at Dover Street Market's locations in London, New York and at its newest store in Beijing in the fall ([see story](#)).

This partnership centers on the first collection of new creative director Alessandro Michele, who also was the driving force behind the elephant room.



Gucci's elephant room in Dover Street Market

In a quote shared on Gucci's Instagram, Dover Street Market CEO Adrian Joffe explains, "This is one of the best Elephant spaces we have ever seen. This space always works best when there is a conversation or a connection between the Elephant and what is being installed or exhibited. Gucci has designed a space where the connection is primal, where the conversation is visceral, and the effect is stunning.

"We couldn't be more happy. Thank you Alessandro and all the design team at Gucci for this beautiful and strong display."

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