

HOME FURNISHINGS

Gucci applies latest fabric motifs to limited-edition chairs

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Gucci chair for Cabana magazine, as seen on 1stDibs' Instagram

By JEN KING

Gucci's Alessandro Michele is trying his hand at home furnishing design in a collaboration with shelter publication Cabana magazine.

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Since taking the reins as creative director at the Italian firm, Mr. Michele has left an impression on the fashion industry by updating Gucci's look in a fantastical way that blends its codes with modern accents. Extending the Gucci aesthetic to a collection of bespoke chairs, the designer's collaboration with Cabana is exclusively available on online marketplace 1stDibs.

"Designers, and certainly Alessandro Michele, easily transcend apparel and fabric to home furnishings," said Chris Ramey, president of [Affluent Insights](#), Miami. "Cabana's cover by Michele reinforces that designers design regardless of the substrate.

"Mr. Michele is following his passion for design rather than other brands who may have launched home furnishings products," he said. "Mr. Michele's brand is on the rise; but it's still all about Gucci."

Mr. Ramey is not affiliated with Gucci or 1stDibs, but agreed to comment as an industry expert.

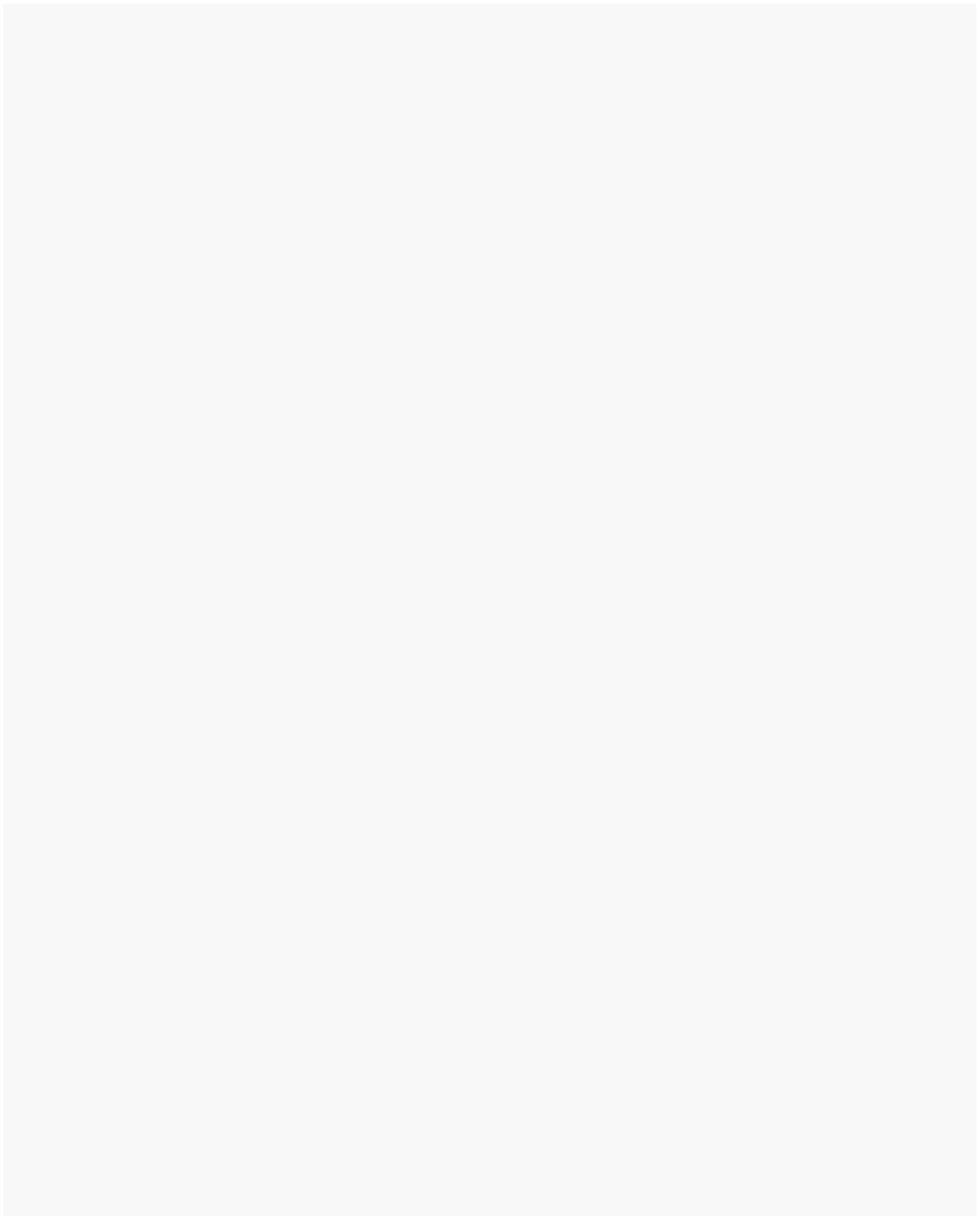
Gucci and **1stDibs** did not respond by press deadline.

Take a seat

Martina Mondadori Sartogo, editor and founder of interior design title Cabana, is among the fashion lovers who are transfixed with Mr. Michele's work at Gucci and how his designs have essentially breathed new life into the fashion house after years of declining status.

Their mutual affection for beautiful things and classic design resulted in Mr. Michele collaborating on a special edition of Cabana full of unpublished content.

Launched last week, Mr. Michele designed three different fabric covers for a collector's edition box set using Gucci's coral snake and floral Herbarium fabric, often incorporated into his collections. Outside the box set, Mr. Michele repurposed three other Gucci prints for the issue.



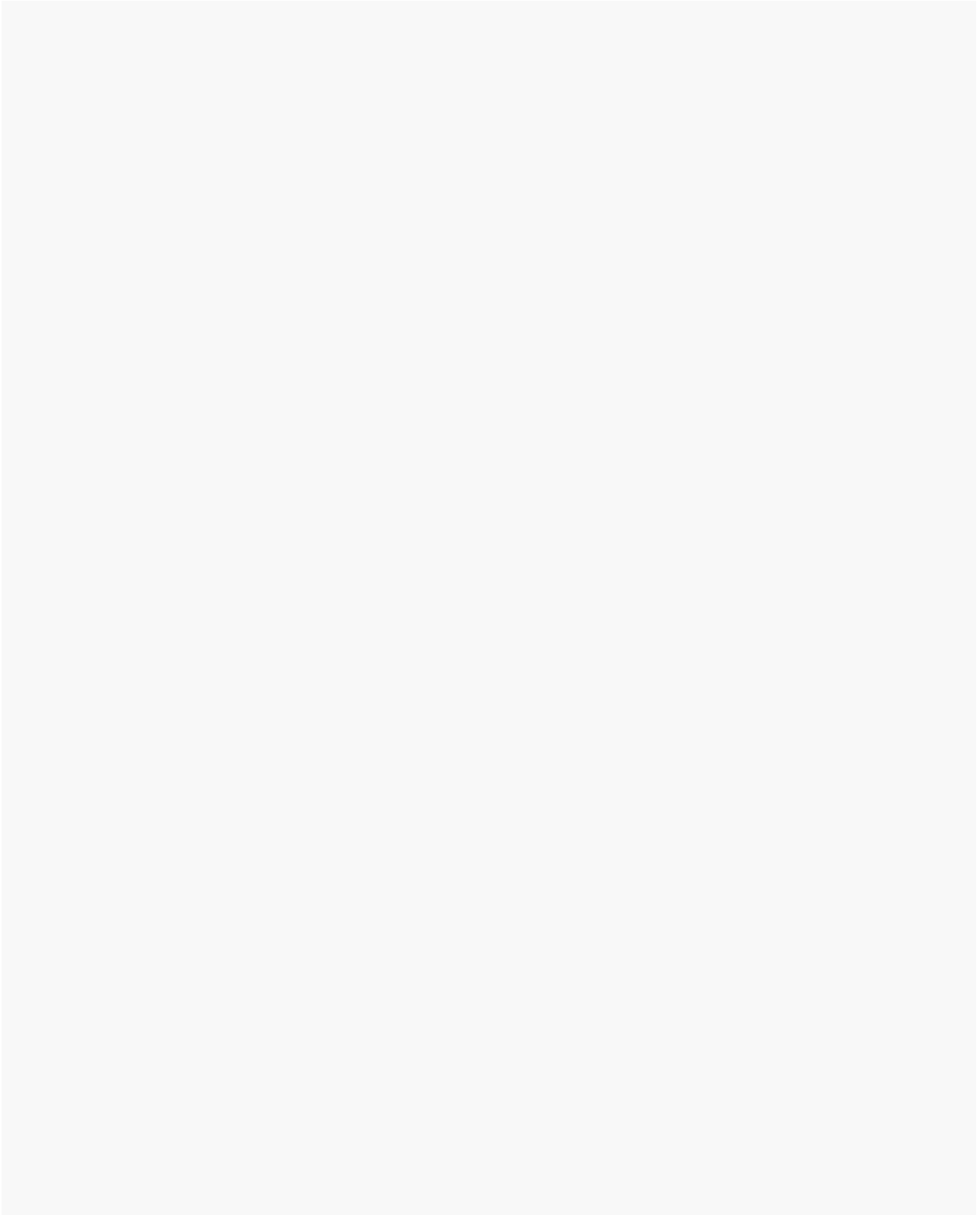
Celebrating with @gucci in Paris our collaboration on #issue5 co curated by #alessandromichele here are all our 3 covers for the normal edition in their Avenue Montaigne store #CabanaXGucci #issue5 #thetribeofthosewholovebeautifulthings #bigcabanafamily #cabanamood

A photo posted by Cabana Magazine (@cabanamagazine) on May 9, 2016 at 10:10am PDT

The content for the spring/summer 2016 issue was also a collaborative effort, with Mr. Michele helping Ms. Mondadori Sartogo to curate the photography. Shot by photographer Guido Taroni, the images capture Mr. Michele's home city of Rome.

Cabana published only 500 copies of the limited-edition book. According to an Instagram post announcing the

cover, the limited-edition box set is available at select retailers, including Brown's Fashion in London, Paris' Colette, Rizzoli in New York, Book Soup in Los Angeles and globally among 1stDibs' shoppers.



This week we're launching a very special Limited Collector's edition in collaboration with @gucci. Unseen cover, Premium unpublished content in a box set. Only 500 copies distributed world wide in selected stores. Among them @brownsfashion LONDON @colette PARIS. @rizzolibooks NEW YORK. @booksoup LA. @1stdibs WORLDWIDE. #cabanalimitededition #collectorsedition #getyourcopy #cabanamood

A photo posted by Cabana Magazine (@cabanamagazine) on May 8, 2016 at 2:45am PDT

1stDibs was also selected as the exclusive retailer for the second phase of Mr. Michele's collaboration with Cabana. After the Cabana issue collaboration, Ms. Mondadori Sartogo encouraged Mr. Michele to design a collection of bespoke chairs.

The six limited-edition chairs are only sold on 1stDibs' marketplace and were inspired by the Chiavari seating Mr. Michele used for Gucci's Milan runway presentation in September 2015.

Each of the chair's upholstered seats features embroidered animals seen within Mr. Michele's Gucci collections. These include a rabbit, a bird, a tiger, two different snakes and the newest Gucci iconography, the honey bee motif.



Gucci chair with bird motif, as seen on 1stDibs' Instagram account

Mr. Michele's chairs are featured within the Casa Cabana pop-up shop housed on 1stDibs' Web site, which also sells the collaborative box set for \$220 and standard publication for \$23.

As of press time, only two of the chairs designed by Mr. Michele remain on 1stDibs' Casa Cabana pop-up. Although marked as sold for an undisclosed price, the chairs on display feature the hand-embroidered bee and bird motif.

Home appeal

Although 1stDibs does sell a number of vintage Gucci homewares, the brand does not currently offer its consumers new home decor. But given the rapid success of Mr. Michele's chair collaboration, the brand may reassess demand for the category.

Many luxury brands have branched out into new product categories, but the products must be well designed and well made to convince consumers that the purchase is worthwhile, experts say.

Now, fashion brands are getting into home products while automakers are creating apparel and handbags. Brands should beware when launching new product categories and make sure to create a reputable product or risk diminishing their reputation ([see story](#)).

Similarly, when Alexander Wang was creative director of Balenciaga, a house that does not offer home goods, the designer worked with Italian furniture brand Poltrona Frau on a capsule collection.

Known for his typically dark color palette and streetwear influences, Mr. Wang crafted two brass-footed beanbag chair—one in black shearling and one in leather, retailing at \$8,800. The final piece of the collection was a bar cabinet covered in shagreen, with brass shelves inside, which retailed for \$18,500 ([see story](#)).

"For Gucci, adding furniture is in-keeping with 'a tribe of those who love beautiful things,'" Mr. Ramey said. "One of the fundamental differences between the design and the luxury business model is what matters most.

"In design it's the product - whereas in luxury it's the brand," he said. "A principle no luxury marketer must ever forget.

"Consequently, it will be very clear when Gucci gets involved."

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