

APPAREL AND ACCESSORIES

## Gucci expands Dover Street Market relations with men's edit

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*Gucci denim jacket for Dover Street Market*

By STAFF REPORTS

Italian fashion house Gucci is attracting retailer Dover Street Market's male clientele with a capsule collection.

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Gucci's creative director Alessandro Michele designed the menswear capsule exclusively for Dover Street Market, furthering its relationship with the network of high-end boutiques. The limited-edition Gucci Dover Street Market men's capsule will be available from early June at the retailer's locations in Ginza, Tokyo, London, New York and Beijing.

### Market man

The exclusive capsule consists of four pieces. For the collection, Mr. Michele designed a cotton crew neck with a tree design, a pair of check pajama pants, a check flannel button-down shirt with a rabbit patch on the back and a denim jacket with a patch, intarsia and metal studs.



*Gucci x Dover Street Market, men's capsule*

These Gucci Garden motifs of flora and fauna are common through Mr. Michele's designs and has served to revitalize the brand's aesthetic.

To show that these four pieces are exclusive to Dover Street Market, the clothing label features a red background with Gucci's label in black rather than its traditional white tag.



### *Gucci x Dover Street Market, men's capsule*

The menswear capsule follows Gucci's shop-within-shop openings at all of Dover Street Markets' locations ([see story](#)). Gucci has also been selected twice to decorate Dover Street Market Ginza, Tokyo's Elephant Room.

For the latter collaboration, Gucci gave consumers a new way to explore its cruise 2016 and Dionysus collections through the installation takeover at Dover Street Market in Tokyo.

The brand 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 ([see story](#)).

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