

APPAREL AND ACCESSORIES

Gucci pays homage to Tom Ford era with museum space

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Gucci spring/summer 1996 ad campaign by Mario Testino

By STAFF REPORTS

Italian fashion house Gucci's brand museum in Florence has dedicated two of its rooms to former creative director Tom Ford, looking back on the way in which the designer brought the label into the 21st century.

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Mr. Ford is credited with imbuing Gucci with a provocative look, and these spaces celebrate that, with sensual decor surrounding the designer's ready-to-wear and accessories. These museum additions are something of a personal tribute, as Gucci's current creative director Alessandro Michele was hired by Mr. Ford to join the brand in 2002.

Looking back

Mr. Ford became something of a mentor to Mr. Michele during his time as his boss, and Mr. Michele is forthcoming with his admiration for the house's earlier design head.

The rooms were unveiled on June 16 during a book signing for a new Gucci tome "Epiphany." Ensuring the fashion crowd was in town, the event coincided with Pitti Uomo, the men's fashion week in Florence.

One of the Tom Ford rooms showcases both men's and women's ready-to-wear collections. This entire space is decorated in red, with even the mannequins painted a cherry color. Atop the studded heads of these dummies are orchids, a flower typically associated with sensual qualities.



Ready-to-wear room

Mr. Michele himself curated the looks on display, picking outfits from runway shows that were the most iconic and influential for the house under Mr. Ford's direction. These defining moments from the 90s and early 2000s not only changed the face of Gucci, but shook up existing notions.

The accessories room is outfitted in pinks and mauves. Exhibited in glass cases as if ancient artifacts are bags, shoes and accessories that represent the marriage of sexuality and luxury seen during Mr. Ford's time, including a dog collar, handcuffs and a GG-logo G-string.



Accessories room

In 2011, Gucci ended its year-long 90th anniversary celebration with the opening of a branded museum in the Palazzo della Mercanzia located in Italian city Florence's Piazza Signoria.

The Gucci Museo contains three floors dedicated to recounting the brand's story through permanent branded exhibits. The increase in museum exhibits is a reflection of the emerging need for luxury brands to justify their high price points given the current economy ([see story](#)).

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