

APPAREL AND ACCESSORIES

Gucci takes nontraditional office approach for multipurpose Milan headquarters

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Exterior of Gucci Hub

By STAFF REPORTS

Italian fashion label Gucci is bringing together some of its key operations under one roof with the opening of a new workspace in a repurposed aeronautical factory.

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Dubbed the “Gucci Hub,” the 377,000-square-foot building in Milan houses offices for more than 250 employees, as well as showrooms, graphics and photo studios and a fashion show venue. Aside from becoming a new place for its employees to work, this new space is a physical representation of Gucci's new creative direction for visitors, including press and buyers.

Centralized space

The Gucci Hub, built on the site of the Caproni aeronautical factory established in 1915, will be the new head office for Milan, leaving Gucci's offices in other Italian cities intact.

“Our Milan location, which we have named the Gucci Hub - as it will be where we welcome buyers and press from around the world each season - now joins our two other centers of excellence in Italy,” said Marco Bizzarri, Gucci's president and CEO, in a statement. “Our Florence headquarters with over 1,300 employees, remains the heart of our historic brand and is the center of excellence for Gucci's renowned craftsmanship and manufacturing, while our Rome-based design office represents the center of excellence for the company's groundbreaking creativity.”

Turning the industrial building into the Gucci headquarters involved installing sheds in a production area to let in light and refurbishing the 41,000-square-foot hangars into useable space, 21,500 square feet of which will be used to stage fashion shows beginning next year.

Gucci also constructed a new six-story glass-front office tower at the center of the LEED Gold certified complex. The brand also built an underground parking garage that can hold 300 cars.

Inside, the design of the building reflects creative director Alessandro Michele's vision, with one of a kind furniture pieces. Each space has its own personality rather than being decorated in a homogeneous fashion, giving it the feeling of a miniature village.



Interior of Gucci Hub

"The concept and design of our new Milan location symbolize every aspect of the new chapter that Gucci opened at the start of last year," Mr. Bizzarri said.

"This highly contemporary space, rendered from within an historic building, will foster and nurture an open working environment that is at the core of a true learning organization," he said. "It will also become a place of cultural exchange, when we present the collections each season."

Other luxury labels have developed mix-use facilities as places of branded experience.

As of 2015, Fendi has relocated its headquarters to the Palazzo Della Civiltà Italiana for the next 15 years.

Fendi is reportedly paying \$3 million on rent per year for the space used to house its new headquarters. In addition to its office space, the ground floor of the building will include an exhibit that celebrates Italian craftsmanship ([see story](#)).

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