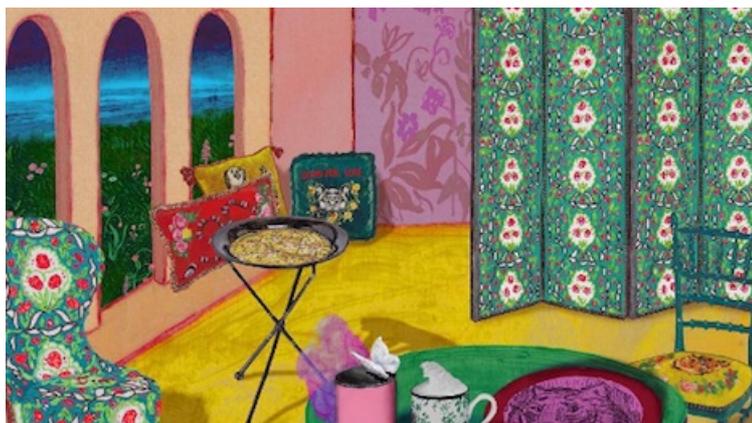


HOME FURNISHINGS

## Gucci builds out brand lifestyle with dcor collection

July 12, 2017



*Gucci Dcor brings the house's codes into the home. Image courtesy of Gucci, illustration by Alex Mery*

By STAFF REPORTS

Italian fashion label Gucci is bringing its aesthetic to consumer's homes with the launch of a furniture and dcor line.

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Since arriving at the house in 2015, artistic director Alessandro Michele has made his mark on the house's apparel, accessories, jewelry and beauty collections. Now, the designer is branching out into interior furnishing items, rounding out Gucci's lifestyle offerings.

### Homecoming

Gucci Dcor will debut in September. The collection will retail in Gucci flagship stores, the brand's ecommerce site and at select retailers.

Rather than establishing a separate space for these dcor items in Gucci stores, the pieces will be merchandised throughout the boutiques, driving home the idea that this line is one with Gucci's fashions.

This line brings the codes, patterns and motifs that Mr. Michele has established at the house to a new category, ranging from furniture, furnishings and crockery.

For instance, a red lacquered chair features an upholstered seat embroidered with a cat's head and flowers. Other motifs seen on designs include the Gucci Garden's flowers, bees and butterflies, as well as tigers and dogs.



*Gucci Dcor chair. Image courtesy of Gucci, illustration by Alex Merry*

Included in the collection are folding screens, wallpaper, trays and side tables. Gucci worked with porcelain producer Richard Ginori to develop small items such as crockery and holders for candles and incense, both of which feature four new scents developed by Mr. Michele for the home line.

The collection was designed so that consumers can mix and match to find their own look, similarly to how Gucci allows clients to co-design apparel through its DIY program, allowing them to determine what their Gucci looks like.



*Gucci Dcor includes a new scent collection. Image courtesy of Gucci, illustration by Alex Merry*

Mr. Michele previously tried his hand at home furnishing design in a collaboration with shelter publication Cabana magazine.

Extending the Gucci aesthetic to a collection of bespoke chairs, the designer's collaboration with Cabana was exclusively available on online marketplace 1stDibs ([see story](#)).

Even brands that traditionally did not play in the home space are establishing collections.

Spanish leather goods and apparel house Loewe took its perspective on dressing and style into the home.

The brand has premiered its first home furnishings collection, which spans furniture and decor with a focus on craft. Following a debut during Milan's Salone del Mobile home fair, Loewe's "This Is Home" collection traveled to

department store Liberty London for a three-week pop-up ([see story](#)).

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