

APPAREL AND ACCESSORIES

## Gucci designates Chatsworth House as first Gucci Place

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*Gucci cruise 2017 campaign was photographed on the grounds of Chatsworth House. Image courtesy of Gucci*

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By STAFF REPORTS

Kering-owned fashion brand Gucci is allowing consumers to discover locations with personal meaning for the house through the launch of Gucci Places.

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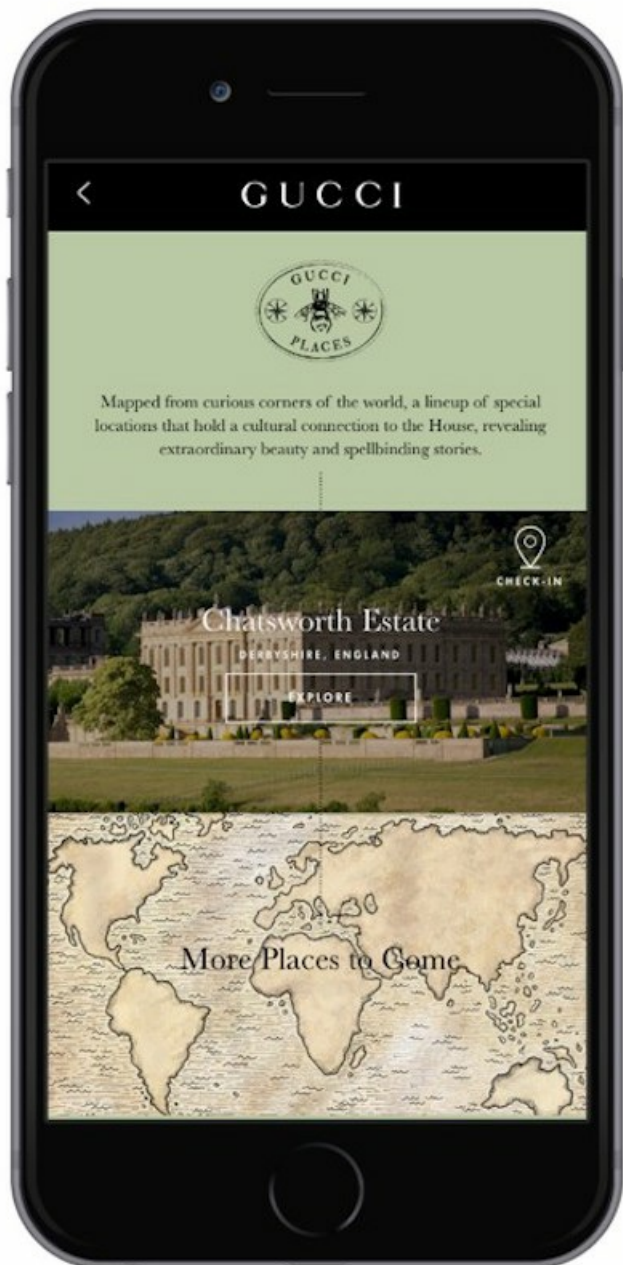
For the project, the brand will travel the world and designate locations as "Gucci Places," selecting destinations that reflect the taste and values of Gucci. Information about each location, which will be a mix of public and private, hidden and visible, and its connection to the brand will be featured within the Gucci mobile application.

Oh, the places you'll go

The Gucci Places concept sets forth to encourage consumers to discover different places that have influenced the brand and the contemporary aesthetic of creative director Alessandro Michele.

As Gucci Places develops, the brand will create a network of locations that speak to the brand's love of eclecticism while surprising and inspiring creativity among Gucci's consumers.

The first location to be featured within Gucci Places is the estate house Chatsworth in Derbyshire, Britain.



*Gucci Places Chatsworth is featured on the Gucci app. Image courtesy of Gucci*

Chatsworth House is significant to Gucci as it was the location of the brand's cruise 2017 campaign featuring actress Vanessa Redgrave ([see story](#)).

Also, Gucci is currently supporting the "House Style" exhibit of clothing and memorabilia curated by Hamish Bowles, the international editor at large of Vogue magazine ([see story](#)).

In addition to the app content for Gucci Places Chatsworth, Gucci has designed an exclusive selection of products using its Courier collection as a base. The pieces feature travel-inspired badges reading Chatsworth and Gucci Places.

The Gucci Places Chatsworth collaboration will be available at the Chatsworth gift shop and Gucci's London boutique on Sloane Street from mid-July.



*Gucci Places Chatsworth handbag with Chatsworth House badges. Image courtesy of Gucci*

As Gucci Places develops, more locations will be added and each destination will receive a dedicated badge for the product capsule. The badge will include Gucci's aesthetic and a notable motif from the location such as a coat of arms or a building's design detail.

Also, users of Gucci's app will be sent a geolocation push notification when in close proximity to a Gucci Place. If the user checks-in to a Gucci Place to visit, she will win the badge associated with that location.

Within the app, Gucci Places will be featured through text, pictures and video, as well as the appropriate links needed to plan a visit.

Later this year, Gucci will reveal additional Gucci Places and unveil the related capsule collections. As the project is ongoing, it will give consumers an opportunity to travel to each Gucci Place to collect in-app badges and purchase the location-specific accessories.