

RETAIL

## Gucci's Harrods partnership shows its deep admiration for British culture

August 2, 2017



*Harrods Gucci Garden is the latest British-themed collaboration from Gucci Image courtesy of Harrods*

By DANNY PARISI

Italian fashion house Gucci is taking its love affair with British culture to the next level by partnering with London department store Harrods for a month-long garden-themed installation.

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Dubbed "Gucci Garden," the store takeover makes use of Harrods' physical space, adorning it with natural imagery, transforming the Victorian department store. This partnership continues Gucci's creative director Alessandro Michele's long infatuation with the United Kingdom and its aesthetic; a thematic throughline in much of the fashion houses' recent designs.

### Gucci Garden

Gucci recently came under the creative direction of Alessandro Michele in 2015.

Since taking the creative reigns at Gucci, Mr. Michele has shown an affinity for the U.K.

For example in 2016, Gucci expressed its deeply-felt infatuation with British culture for a campaign shot at the home of the Duke and Duchess of Devonshire.

The English country home, dubbed Chatsworth House, was selected as the setting for Gucci's cruise 2017 collection campaign. Earlier that year, Gucci announced a partnership with Chatsworth House on a cultural program focused on fashion and style through 2019 ([see story](#)).

Chatsworth House was later made the first location in Gucci Places, a campaign that gives customers a digital tour of places with significant meaning to Gucci ([see story](#)).



*Gucci at Chatsworth House. Image credit: Gucci*

This affection for the U.K. is continuing with its partnership with Harrods as the brand seeks to bring an irreverent charm and modern sensibility to an established London-based department store.

Additionally, Mr. Michele is using this opportunity to unveil his first fragrance for the brand, Gucci Bloom ([see story](#)).

Gucci's decision to give Harrods the opportunity to debut this product, as well as the collection of personalized products that will be on sale at Harrods, shows how the brand is much more willing to work with U.K. retailers and department stores over others.

#### Great Britain

Gucci's partnership with Harrods will focus on the Gucci Garden.

Gucci Garden debuted July 31 and will extend to the end of August, with activations ranging from a Gucci DIY station, window and digital displays as well as an edit of Harrods exclusives ([see story](#)).

Harrods will also sell a capsule collection designed by Mr. Michele exclusively for the department store.

Outside of Harrods, other Gucci collaborations with pillars of British culture include a partnership with an iconic British men's magazine.



*Gucci and Tom Hiddleston at Dawnridge. Image credit: Gucci*

Gucci is working with Cond Nast men's magazine British GQ to investigate the influence a particular setting can have on a creator's vision.

Developed by Cond Nast Global Development, the native content campaign "The Performers" encompasses a series of five films that began running on both GQ and Gucci's digital channels from Feb. 3. Thinking outside the limits of a single post, a number of luxury brands have looked toward longer format content collaborations with publishers ([see story](#)).

This year, Gucci has also shot some prominent campaign materials in iconic British locations with well-known

British faces.

For example, Gucci balanced eccentricity with elegance in its cruise 2017 tailoring advertisements featuring actor Tom Hiddleston.

Shot on location at Dawnridge, a mansion owned by artist Tony Duquette, the campaign reads as a series of portraits, with the British actor posing with Afghan hounds amid many of Mr. Duquette's personal belongings. Much like many of Gucci's recent campaigns, these ads portray natural interactions rather than high-fashion posing ([see story](#)).

Harrods' Gucci Garden is only the latest in a long line of odes to the U.K. and British culture from Gucci. If Mr. Michele's run over the last few years is anything to judge by, this love affair is far from over.

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