

HOME FURNISHINGS

Gucci dresses Bergdorf Goodman floors, windows to introduce Gucci Dcor

August 22, 2017



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

By STAFF REPORTS

New York-based department store Bergdorf Goodman will be the first retailer to carry the newly launched Gucci Dcor line of home furnishings.

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The Gucci Dcor line brings the codes, patterns and motifs that artistic director Alessandro Michele has established since taking the helm in 2015 to a new category, ranging from furniture and furnishings to crockery. Gucci Dcor will debut in September, with the Bergdorf Goodman shop-in-shop coinciding with New York Fashion Week.

Dressing in Gucci

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. The collection will retail in Gucci flagship stores, the brand's ecommerce site and at select retailers ([see story](#)).

As such, a New York Fashion Week launch at Bergdorf Goodman will include temporary installations, a permanent Gucci Dcor shop and two dedicated windows to introduce the line.

Gucci's temporary installation will be staged on Bergdorf Goodman's seventh floor and will feature five different patterned wallpapers from the collection, accented by decorative folding screens. The installation will also include a jacquard vanity set and wooden chairs.



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

An installation will also be set up within Gucci's women's ready-to-wear shop on the department store's second floor. Both installations will debut Sept. 9 and will be on view through October.

After the installations end in October, the permanent Gucci Dcor shop will open. The shop will feature yellow walls, floral carpet and will be decorated with pieces from the collection.

Gucci Dcor will also adorn two panes of Bergdorf Goodman's famed window displays at the same time as the installations. The windows will present Gucci Dcor alongside Gucci fashions and accessories to emphasize "the notion that these pieces are simply another way to dress in Gucci."

At time of launch, Bergdorf Goodman will become the exclusive in-store retailer of a range of Gucci Dcor crockery. Decorated in Gucci's signature green and a white Herbarium pattern, the crockery is produced by Richard Ginori, a Gucci-owned Florentine porcelain brand founded in 1735.

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