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Gucci takes Printemps shoppers to the movies

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Promotional image for Gucci Loves Printemps. Image credit: Printemps

By STAFF REPORTS

Italian fashion label Gucci is showcasing its latest designs in a cinematic takeover of Printemps' Paris flagship store.

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The pop-up takes its cues from retro cinema, with Gucci turning the retailer's windows and central atrium into an imaginary movie theater. This display is intended to immerse consumers in creative director Alessandro Michele's fall/winter 2017 collection through a transportive theme.

Now playing

In one of the window displays, mannequins are seated in what appears to be a theater as they watch the brand's sci-fi inspired fall/winter 2017 advertising campaign unfold on screen ([see story](#)). Another depicts a series of Gucci handbags as the main attraction.



Gucci's window display at Printemps. Image credit: Gucci

Inside the store, the pop-up features elements of movie theaters of earlier eras. Walls, floors and chairs are draped in a felted fabric in the same hue. The pop-up also takes inspiration from marquees, with light installations.

At Printemps, Gucci will premiere its fall/winter 2017 collection as well as exclusive Gucci Loves Printemps versions of the Princetown mules and loafers featuring a special tag.



Gucci's pop-up in Printemps' atrium. Image credit: Printemps

This pop-up will also sell a new version of its Marmont handbag. A design that dates back to the 1970s, Mr. Michele has updated the style for fall with a new green color available exclusively at Printemps first.

Gucci Loves Printemps will be up until Oct. 14.

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