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Gucci still-life blooms on New York, Milan walls

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Behind-the-scenes to prepare for the Gucci Bloom Art Wall. Image credit: Gucci and Coty

By STAFF REPORTS

Kering-owned fashion house Gucci is continuing its out of home efforts in New York and Milan with an art wall dedicated to its latest fragrance, Bloom.

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Gucci Bloom, a license of Coty, is the first scent brought to market by the brand's artistic director Alessandro Michele. The fragrance profile builds off Mr. Michele's Gucci Garden concept and the aesthetic he has brought to the Italian fashion house since he took artistic control in 2015 ([see story](#)).

Gucci's garden grows

The Gucci Bloom murals are found on Lafayette Street in New York's SoHo ([see story](#)) and on Milan's Largo la Foppa in the Corso Garibaldi district ([see story](#)). Both spots have been used by Gucci before to display its artistic collaborations.

Spanish artist Ignasi Monreal has partnered with Gucci to develop two unique artworks on the street-side canvas. The works created speak to Mr. Monreal's artistic interpretation of the Gucci Bloom urban garden concept.

Mr. Monreal created a larger-than-life pink Gucci Bloom fragrance bottle and its packaging. The artist then adorned the objects with the Herbarium pattern and key ingredients of the fragrance.

As a result, the works recall the Dutch Vanitas style of still-life painting seen in the 17th century.



Gucci Bloom Art Wall by Ignasi Monreal. Image credit: Gucci, Coty

The Gucci Bloom murals were executed in New York by Colossal Media and Urban Vision in Milan. Both firms are leaders in the out-of-home advertising space, leveraging hand-painted signage.

As passersby near the murals, Gucci has launched a special addition to its Gucci application. The Gucci Bloom-dedicated section will include a photo filter and software to let consumers "read" the wall for additional content.

Also, in New York, Gucci has activated a Snapchat lens available nationally during the wall art's reveal. The lens will coincide with New York Fashion Week.

The Gucci Art Wall project in New York and Milan will be on view until the end of November.

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