

APPAREL AND ACCESSORIES

## Gucci plants seeds for retail, hospitality in Florence

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Image from Gucci Bloom campaign. Image credit: Gucci

By STAFF REPORTS

Italian fashion house Gucci is embracing the growing trend of blending retail and hospitality with an upcoming opening.

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The Gucci Garden will be open from Jan. 9 in Florence's Piazza della Signoria, inviting consumers to shop, dine and view installations. As retailers look to differentiate online and offline shopping, bringing in experiences that go beyond the commercial can help immerse consumers in a brand.

### Retail roots

Gucci Garden will be situated in Piazza della Signoria's Palazzo della Mercanzia, where Gucci's museum is also located ([see story](#)). Envisioned by Gucci creative director Alessandro Michele, the space will include a store retailing one-of-a-kind merchandise.



Gucci Museo. Image credit: Gucci

Additionally, Gucci has tapped three-Michelin-star chef Massimo Bottura to curate an on-site restaurant. An exhibition space within Gucci Garden will feature installations developed by curator and critic Maria Luisa Frisa.

Gucci Garden's opening is timed to coincide with Florence's Pitti Uomo fashion week. Kicking off the new space,

Gucci will host a private cocktail party on Jan. 9.

As traffic to stores declines, food is becoming an even more key part of luxury retail.

For instance, U.S. jeweler Tiffany & Co. is continuing to rework its retail strategy with the opening of an eatery located within its famed Fifth Avenue flagship.

Located on the newly renovated fourth floor of its New York store, Tiffany's Blue Box Cafe is the first retail dining concept envisioned by the jeweler. The fourth floor also houses Tiffany's new Home & Accessories collection of elevated everyday objects, its baby boutique, a collection of vintage books curated by Assouline as well as an area dedicated to the jeweler's fragrance ([see story](#)).

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