

APPAREL AND ACCESSORIES

## Gucci transforms stores into interactive art galleries

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*Gucci's spring summer campaign for 2018 features an interactive art gallery. Image credit: Gucci.*

By STAFF REPORTS

Italian fashion label Gucci is bringing its in-store campaign for spring/summer 2018 to life in a move that stronghold the innovative mindset of bringing offline and online together.

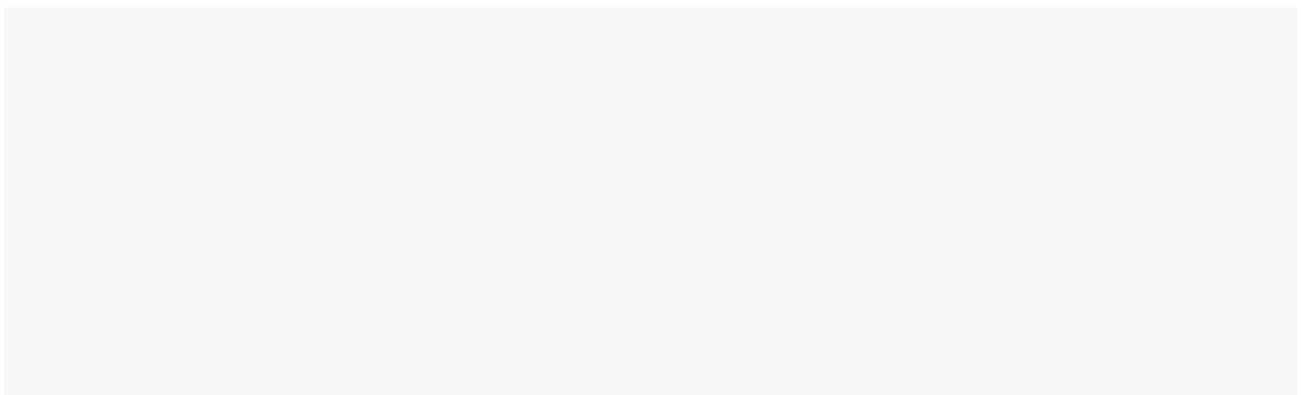
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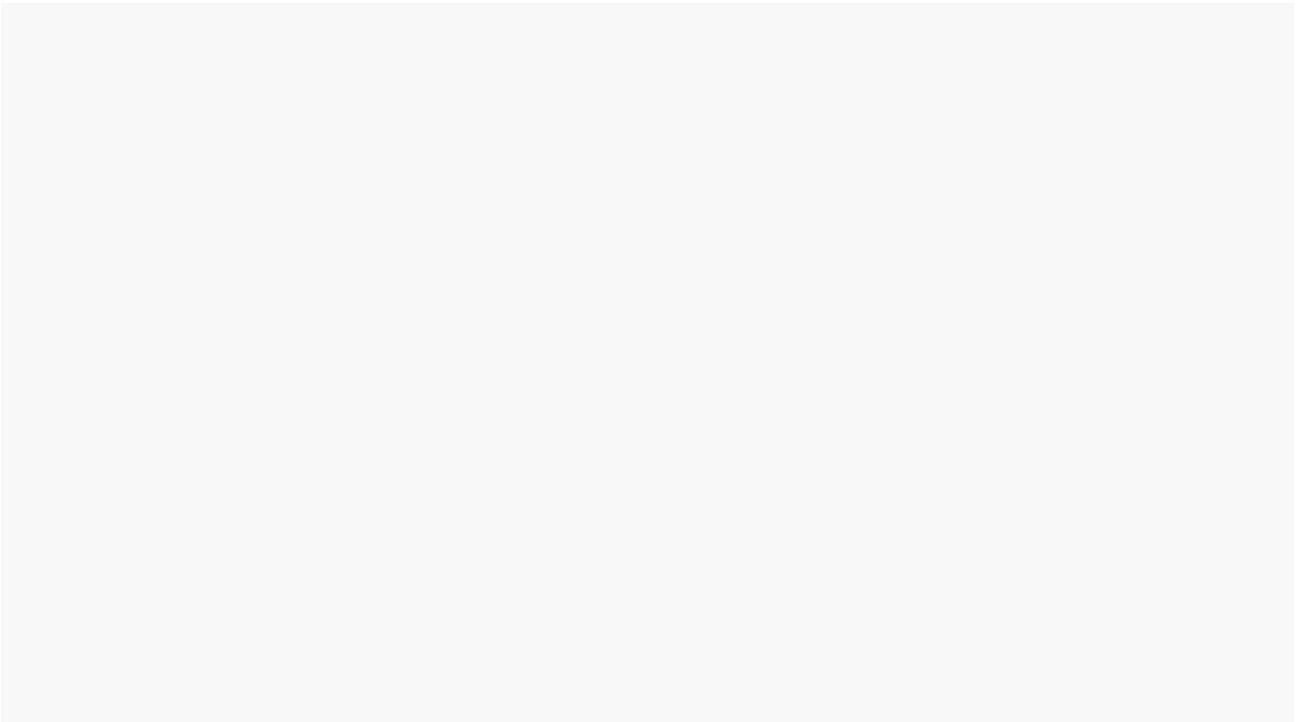
Gucci is using works of art from Spanish artist Ignasi Monreal to turn its stores around the world into interactive art galleries. Consumers will be able to take pieces of the artwork home with them in a variety of ways through Gucci's mobile microsite and various spring/summer initiatives.

### Illustrations and animations

An audience of mannequins will be featured sitting on benches in Gucci stores as if admiring the artwork by Mr. Monreal. These figures will be fitted with velvet in various colors.

The pieces are animated digital illustrations and will be featured within digital screens across the world in the label's stores. Nearby, stickers will prompt visitors to download or use the Gucci application to scan these artworks.





Resembling an artwork in a gallery, the new window display presents a bench facing the screen on which colored velvet-covered mannequins sit, as if looking at the #GucciHallucination campaign by @ignasimonreal hung on a gallery wall. The campaign image is inspired by the Retrato de la Seora de Garay' (1938) by Ignacio Zuloaga y Zabaleta and by Rapunzel' the German fairy tale first published in 1812. Use the Gucci App to scan the sticker displayed on the glass of any Gucci flagship and discover the campaign in Augmented Reality. #AlessandroMichele #GucciSS18

A post shared by Gucci (@gucci) on Feb 27, 2018 at 11:34am PST

These stickers will take the form of a vintage admission ticket for classic museums, cinemas and exhibitions, taken from the campaign's artwork. When shoppers make a purchase at 52 of Gucci's stores, they will also be given a printed version of these tickets.

Gucci has stated that the idea behind the tickets is that consumers are gaining access to an illuminating experience.

On the mobile site that the scanning feature will take visitors to, users will have access to elements relating to the campaign such as downloadable wallpaper, products from Gucci for purchase and more illustrations from Mr. Monreal.

The stores in which tickets will be given away will also include virtual reality headsets with which customers can immerse themselves into the campaign. Gucci has created a variety of 360-degree panoramas based on the animations from Mr. Monreal in a "dreamlike universe."

Images from the whimsical campaign will also be featured in various editorials and publications. Similarly to the in-store animations, these stills will be scannable so that consumers everywhere can become a part of the campaign.

The app will also bring these illustrations to life through augmented reality.

Gucci will also be showing off its creatures from its Gucci Garden in various content for the spring/summer campaign.

Gucci opened the doors to a physical Gucci Garden in Florence in January as an exploration of the brand's imagination and creativity.

Announced in November 2017, Gucci Garden is found in the Piazza della Signoria's Palazzo della Mercanzia in Florence. Envisioned by Gucci creative director Alessandro Michele, the museum-like space includes a store retailing one-of-a-kind merchandise and a dining concept ([see story](#)).

Mr. Monreal's participation with Gucci comes from its 2015 #guccigram project, which is how the brand discovered

him. He also recently produced the brand's December Gift Giving book.

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