

HOME FURNISHINGS

## Gucci takes housewares out of home

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*Gucci's latest Art Walls feature its Decor collection. Image credit: Gucci*

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By STAFF REPORTS

Italian fashion label Gucci is making its Decor collection larger than life through the latest edition of its Art Wall project.

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To promote the release of its latest home furnishing pieces, Gucci tapped artist Alex Merry to create murals of its collection in Milan, New York, London, Shanghai and Hong Kong. The ongoing Gucci Art Wall effort renews a traditional advertising form with the help of contemporary artists.

### Maison murals

When Gucci originally launched its Decor line last year, it asked Ms. Merry to create illustrations of the tables, chairs, pillows and other objects.

Gucci is now building on this existing relationship, enlisting the artist to create murals interpreting its most recent decorative items.

An Art Wall in Milan's Largo la Foppa depicts a monkey having tea with Gucci's porcelain. Other murals show butterflies landing on candle jars or a tiger growling beside pillows.



*Gucci Art Wall in Milan. Image credit: Gucci*

These creatures reflect the animal motifs present in the collection in which snakes slither across trays and dogs' faces decorate pillows.

To create the murals, Gucci worked with Colossal Media in New York and Urban Vision in London and Milan.

The Art Walls are located on Lafayette Street in New York's SoHo neighborhood, in East London off Brick Lane, on Hong Kong's D'Aguilar Street and in Shanghai on Fengsheng Li.

Gucci is using mobile technology to help consumers decorate their spaces with items from its newest homeware collection.

With the Gucci mobile application, users can use an augmented reality feature to virtually personalize their space with pieces from the new Gucci Dcor collection. Luxury brands have begun to embrace AR as a way to bridge the gap between digital and physical retail experiences ([see story](#)).

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