

APPAREL AND ACCESSORIES

Gucci brings back a piece of New York's past

November 20, 2018



Gucci's bookstore at 63 Wooster. Image credit: Pablo Enriquez/Gucci.

By STAFF REPORTS

Italian fashion label Gucci is hoping to capture a historic characteristic of New York's famed Soho district by opening a bookstore.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Gucci's shop located on Wooster Street in the Soho neighborhood of New York is celebrating the popularity of independent bookstores in the district's past. The label hopes the bookstore will help strengthen its presence as a cultural gathering space.

Gucci bookstore

New York's Soho was once known as a cultural hub for up-and-coming music, film, fashion, art and literature. These characteristics are still a significant part of the neighborhood's personality but are not quite as prominent as they were in the past.

Gucci is brining this spirit back to life with the bookstore with a selection created by Dashwood Books founder David Strettell.

The store will include a selection of about 2,000 books ranging from contemporary to used and rare books. Gucci is hoping to include a variety of out-of-print titles, rotating along with the label's current projects.

Subjects of the books will stay true to Gucci's brand including fashion and lifestyle, youth culture, art, interiors and architecture, illustration, design and photography.

The bookstore will have its own address, separate from the Gucci store itself, but will allow for a free flow of traffic in between the two locations.



Gucci's bookstore on Wooster Street in New York. Image credit: Gucci

Furniture pieces include antique wooden furniture such as bookcases and a large lectern-style reading table.

In addition to its books, the Gucci bookstore will also include fabric shopping bags, pencil sets, notebooks and sticky tape.

The Italian fashion label also recently tapped into nostalgia in a vintage-inspired holiday film.

For Gucci's gifting campaign, photographer Petra Collins shot a short video depicting revelers ringing in the New Year at a dance hall that dates back to the 1920s. Leading up to the holidays, Gucci is leveraging content and consistent engagement to promote its present options ([see story](#)).