

APPAREL AND ACCESSORIES

## Gucci exhibits its place in men's fashion with look at masculinity

January 14, 2019



*Gucci Garden showcases mens fashion in its latest exhibit. Image credit: Gucci*

By BRIELLE JAEKEL

Italian house Gucci is paralleling its presence in men's style with art in a new exhibit that reflects fashion's belief that its work is art.

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

The latest exhibit to take up space in the Gucci Garden Galleria takes a deep dive into how Gucci's fashion has impacted men's style throughout the years. Curator Maria Luisa Frisa has selected a variety of pieces from the Gucci archives that support this notion for the exhibit, which will open in tandem with the unveiling of the latest wall paintings for which the label is known.

### The Male

A private cocktail reception on Jan. 8 ushered in the opening of Gucci's latest exhibit, titled "The Male – Androgynous Mind, Eclectic Body," or Il Maschile in Italian.

The new collection is featured in the Period Rooms within the Gucci Garden Galleria in Florence, Italy.

One of the most prominent pieces in the collection is a red silk shirt fitted with a bow tie, included by current creative director Alessandro Michele in his first men's show for the brand.

The exhibition will be comprised of clothing, objects, accessories, images, books, magazines and video documents.

Gucci has stated that it will combine "eccentricity and immediacy, and the formal and the erotic."

As all of the exhibits featured in the Period Rooms do, a selection of titles available in the ground floor boutique will support The Male. Work from fashion studies writers in addition to well-known fashion journalists will discuss masculinity, featured alongside magazines with the same subject.



[View this post on Instagram](#)

Unveiling the new Period Rooms inside the #GucciGarden Galleria 'Il Maschile - Androgynous Mind, Eclectic Body' conceived by @alessandro\_michele and curated by critic Maria Luisa Frisa @lafrisa demonstrates how #Gucci has defined men's fashion over the years. The space reflects on masculinity in interpretations by creative directors, from the Tom Ford era to the present and also includes pieces from the archives, editorial shoots and advertising campaigns. Among the looks displayed is a definitive statement from #AlessandroMichele's first men's collection for the House, a red silk shirt with a bow tied at the neck from #GucciFW15. The shirt marked the beginning of the House's overt engagement with the concept that today gender is a fluid idea. #AlessandroMichele

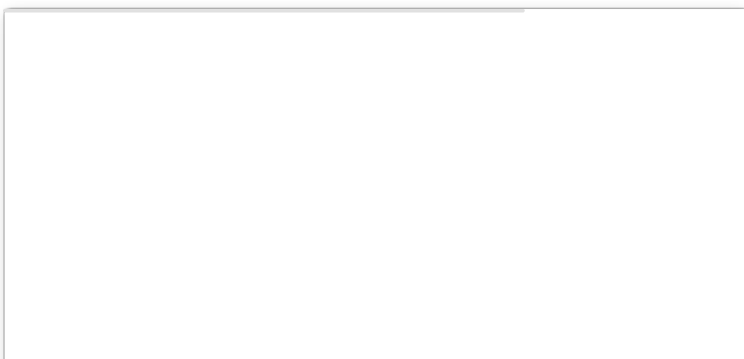
A post shared by Gucci (@gucci) on Jan 9, 2019 at 9:59am PST

### *Gucci Instagram post*

Coinciding with the exhibit opening, Gucci has unveiled its latest wall paintings, commissioned for the Gucci Garden transitional spaces including the stairwell as well as stair and elevator landings.

Italian artist MP5, an expert in black-and-white, and English artist Alex Merry, known for dreamlike illustrations with a variety of color, have provided the pieces.

Two paintings from MP5 are featured on the first- and second-floor landings, while Ms. Merry will create a series of arched windows in the stairwell.



[View this post on Instagram](#)

Documenting the preparations for the new wall paintings in the redesigned #GucciGarden conceived by @alessandro\_michele, director @yuriancarani's video captures artists @mp5art and @alexmerryart—dressed as a bull, an animal which also appears in one of her works. #AlessandroMichele Music: @giorgio.blosi

A post shared by Gucci (@gucci) on Jan 10, 2019 at 8:26am P...

### *Gucci Instagram post*

Bringing the artistic approach to retail, a variety of MP5 shirts, sweatshirts and bags are available in the ground floor boutique.

A film by theater company Magazzini Criminali from Florence in 1980 named "Crollo nervoso," or Nervous Breakdown in English, will be featured in the cinema auditorium in its entirety.

Gucci also noted that it has refreshed the look of its exhibition space for 2019, with inspiration taken from Mr. Michele's work within the label. Soft-toned and micro patterns are featured within the Gucci Gardens, along with furniture pieces that are now in floral patterns.

### Gucci and its Garden

The Kering-owned fashion house opened the doors to Gucci Garden in Florence as an exploration of the brand's imagination and creativity about one year ago this month.

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

Most recently, Gucci inaugurated two new rooms at the Florentine gallery space with an exhibit that looked back on the brand's partnership with recording artist Björk.

Gucci expanded on its galleries with the addition of a pair of period rooms that will host revolving installations ([see story](#)).

---

© 2019 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.