

APPAREL AND ACCESSORIES

Gucci builds sense of place with personal photography

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Alex Cameron for Gucci Places. Image courtesy of Gucci

By STAFF REPORTS

Italian fashion label Gucci is exploring significant locations for the brand through a series that leans on spontaneous photography.

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The brand has expanded its Gucci Places feature with the addition of six new spots around the world, including the Dapper Dan Atelier Studio in New York and the Boboli Gardens in Florence. To capture the atmosphere of these places, Gucci asked a handful of artists to snap photos with instant cameras, allowing for intimate shots of the settings.

Snap shots

Gucci Places first launched in 2017. The feature allows consumers to discover locations with personal meaning for the house.

For the project, the brand will travel the world and designate locations as “Gucci Places,” selecting destinations that reflect the taste and values of Gucci. Information about each location, which will be a mix of public and private, hidden and visible, and its connection to the brand are featured within the Gucci mobile application ([see story](#)).

Consumers are encouraged to visit the Gucci Places via the brand’s mobile application. Using geolocation, the app sends push notifications when a consumer is close to a Gucci Place.

Those who visit the location can get a badge, allowing them to feel a part of the Gucci community.

The latest Gucci Places include the Gucci Garden in Florence, the Hollywood Forever Cemetery in Los Angeles, the Antica Libreria Cascianelli in Rome and the Daelim Museum in Seoul.



Dapper Dan's Harlem atelier. Image credit: Gucci

A number of these locations, including the Hollywood Forever Cemetery and the Antica Libreria Cascianelli, were featured in Gucci advertising campaigns. The Daelin Museum is connected to the house through artist and frequent Gucci collaborator Coco Capitán, whose work is being staged in a current show at the museum.

To bring a personal spin to these places, Gucci asked six artists to share photos and journals inspired by the locations. Among the shots and selfies and closeups of potentially overlooked details at the places.

Ms. Capitán fittingly documented the Daelin Museum, sharing snaps of her own work.

Australian musician Alex Cameron visited the Hollywood Forever Cemetery and was inspired to write his own will.

Meanwhile, German insect breeder Adrian Kozakiewicz brought his bugs with him to the Boboli Gardens, capturing butterflies and more in the centuries-old space.

[View this post on Instagram](#)

Artists and talents introduce new #GucciPlaces—a network of locations around the world with a cultural link to the House —through spontaneous images captured with instant cameras, travel notes and sketches. One of the largest

insect breeders in Europe, @insecthaus_adi, brought along his bugs to Florence's Boboli Gardens and created an Herbarium inside the park first planted by the Medici family in the 16th century. Discover more through link in bio.
#AlessandroMichele @uffizigalleries @alessandro_michele

A post shared by Gucci (@gucci) on Jan 22, 2019 at 9:13am P...

Instagram post from Gucci

Gucci also worked with artists Brandice Daniel, Silvia Calderoni and Isabella Cotier for the project.

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