

APPAREL AND ACCESSORIES

Gucci intertwines cruise collection with history

March 11, 2019



Capitoline Museums in Rome. Image credit: Rome.net

By STAFF REPORTS

Italian fashion label Gucci has revealed the upcoming location for its 2020 cruise collection show, which ties into the past of its creative director and the brand.

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

Gucci will be hosting its 2020 cruise collection show at the Capitoline Museums on May 28 this year. The location looks into Ancient Rome and includes an extensive antiquities collection, representing artistic director Alessandro Michele's inspiration for his Gucci designs.

Cruising into history

The latest news of Gucci's 2020 cruise collection location adds to the continued list of historically important venues of Gucci's cruise collection from years past.

Past locations included Dia-Art Foundation in New York, The Cloisters of Westminster Abbey in London, the Palatine Gallery at Pitti Palace in Florence and the Promenade Des Alyscamps in Arles, France.

The rock on the southern side of the Campidoglio in Rome, where traitors were sentenced to death in the first century AD, will be a part of Gucci's cruise collection endeavors. To go in tandem with its show, Gucci is donating to support the restoration project of the rock face named the Rupe Tarpea.



Piazza del Campidoglio dall'alto della Torre Campanaria, inv. Amb 10097. Image credit: Gucci

"Alessandro Michele has an ongoing creative discourse with antique worlds; most recently the pre-fall 2019 collection was shot in the archaeological parks of Pompeii, Herculaneum and Selinunte to create a contemporary tableau vivant," said Gucci in a statement. "Presenting and photographing the collections in these exclusive locations promotes their unique artistic heritage.

"The Gucci creative director's imagination reframes these places in contemporary ways for the generations of today and tomorrow," the brand said.

Last year, the Italian fashion label also picked a historic location for its cruise 2019 runway show.

Held on May 30, the fashion show took place at Alyscamps near Arles, France. Designated a UNESCO World Heritage site, the Roman necropolis had never hosted an event of this magnitude before ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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