

HOME FURNISHINGS

Gucci showcases eclectic aesthetic in Milan pop-up

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Gucci is hosting a dcor pop-up in Milan. Image courtesy of Gucci

By STAFF REPORTS

Italian fashion label Gucci is setting up a temporary home for its dcor line during Salone del Mobile in Milan.

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The pop-up shop at 19 Via Santo Spirito houses the brand's furniture, porcelains and furnishings in a space that mixes for-sale Gucci items with repurposed vintage pieces. This store enables Gucci to further its lifestyle image through its dcor offerings.

Home for home goods

Creating the feeling of a home rather than a retail environment, Gucci's pop-up is decorated to resemble a lived-in space.

Bringing branded touches to the store's interior dcor, the shop is outfitted in Gucci wallpaper. Gucci also took advantage of the building's architecture, such as paneled doors and a marble fireplace.

While some of the pieces for purchase that are on display are new launches, Gucci has also woven existing dcor items together with the latest releases.



Inside Gucci's pop-up. Image courtesy of Gucci

The pop-up opened on April 5, and will remain up until June.

In honor of Salone del Mobile, Gucci is inviting consumers to explore Milan in a branded fashion.

By using the brand's mobile application on Apple devices, consumers can point their phones at certain landmarks to view an augmented reality experience, in which a Gucci decor item will appear on their screen as a sculpture.

Consumers can pick up a guide to the 16 sights at Gucci's stores in Milan.



Gucci's AR experience. Image courtesy of Gucci

Gucci also uses mobile technology to help consumers decorate their spaces with items from its 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 ([see story](#)).

This feature has now been updated with the brand's latest launches.

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