

APPAREL AND ACCESSORIES

Gucci, Farfetch invite fashion fans into creative individuals' homes

May 31, 2019



Farfetch and Gucci's Open House features French model and chef Coralie Juhier. Image credit: Farfetch

By STAFF REPORTS

Italian fashion label Gucci is building a community of loyal fans on ecommerce platform Farfetch.

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As Gucci continues to win with younger consumer segments in the affluent community, the label is working with Farfetch to heighten its content as an extension of their long-term partnership. The two partners will be undergoing an eight-month content program, in which various influencers will showcase their homes.

Opening up homes

Various individuals known for their style and fashion sense will invite users into their homes, showcasing the host's personal style and creative inspiration.

This is the latest iteration of Farfetch and Gucci's long-standing partnership, but this marks the first long-term content collaboration for Farfetch's community.

Individuals from Paris, Milan, Tokyo, Chicago, Toronto, Los Angeles, Rio de Janeiro and London will be featured in the Farfetch and Gucci Open House project. While each person's individual creativity will be shown, the campaign will also explore the culture and cities around him or her.

Parisian chef and model Coralie Juhier and actor and musician Lukas Ionesco from Longpont, France are the first featured in the campaign.

[View this post on Instagram](#)

'For me, home is this house.' Musician @lukasionesco (with Bibi the cat) wears new season @gucci #withFarfetch in his Longpont home. Discover more in our link in bio

A post shared by Farfetch (@farfetch) on May 31, 2019 at 6:04am PDT

Instagram post from Farfetch

"We are thrilled to continue our successful long-standing partnership with Gucci with such a unique collaboration," said Giorgio Belloli, chief commercial and sustainability officer at Farfetch, in a statement. "Farfetch customers from all corners of the world love Gucci and wear its products in so many different and individual ways.

"Being able to take them on a journey into the homes and cities of our shared Community over the next eight months is inspiring and exciting," he said.

Gucci's open house is part of Farfetch's editorial strategy. The retailer is bringing shoppers an editorial ecommerce experience through the launch of a new concept that leans on its global community.

Farfetch Communities will feature content from selected members of the retailer's community, allowing consumers to browse through edits made by boutique owners, stylists or cultural icons. With this move, Farfetch is speeding up its editorial output, taking its online content from weekly to daily updates ([see story](#)).

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