

APPAREL AND ACCESSORIES

Gucci goes to Long Island for laid-back summer shop

June 18, 2019



Gucci's pop-up will be open for three weeks. Image courtesy of Gucci

By STAFF REPORTS

Italian fashion label Gucci is taking up residence in Montauk, NY this summer through a collaboration with a local vintage shop.

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

The house is teaming up with Melet Mercantile on a three-week pop-up that will retail both Gucci goods and vintage finds from store owner Bob Melet. Gucci is engaging with its temporary neighborhood on Long Island, supporting local eateries and organizations.

Summer shop

Melet Mercantile retails a range of merchandise including vintage art prints, skateboards, books and records. Mr. Melet hand sources all of the products sold in his shop.

Gucci x Melet Mercantile will weave together new Gucci designs, including its Towards Summer line, with finds from Mr. Melet's personal collection.

Keeping the laid back feel of the shop, the space will feature skateboards and fish mounted on the walls. Orante display fixtures provide a Gucci touch.



Melet Mercantile's Montauk outpost. Image credit: Melet Mercantile

Gucci's pop-up will open on July 3 and run through July 28.

On the weekends, local businesses including John's Drive-In and Morty's Oyster Stand will be offering shoppers fare.

As part of its embrace of Long Island's East End, Gucci is donating to the organizations A Walk On Water, Concerned Citizens of Montauk and the Montauk Playhouse Community Center Foundation.

Long Island is a key destination for affluent New Yorkers, leading luxury brands to set up temporary locations east of the city.

Footwear label Aquazzura brought its Italian aesthetic to vacationers on Long Island's East End with a pop-up shop in East Hampton in 2016.

The pop-up opened its doors just shortly before the affluent head to summer homes and rentals for the Fourth of July holiday. With much of New York's discerning consumers heading east for the summer months to escape the city's crowds and heat, foot traffic from passersby relocating for the season or for the weekend is a sure bet ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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