

FOOD AND BEVERAGE

Gucci, with Beverly Hills store revamp, opens first restaurant in US

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Gucci Osteria Beverly Hills, Los Angeles. Photo credit: Pablo Enriquez for Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion brand Gucci has renovated and expanded its flagship retail store in Beverly Hills, but the pice de resistance is set to be its first restaurant in the United States.

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The Gucci Osteria da Massimo Bottura Beverly Hills on Rodeo Drive is designed as an intimate restaurant designed by three-Michelin-star chef Massimo Bottura. It will seat 50 guests for lunch and dinner starting Feb. 17.

The restaurant is part of a newly expanded [Gucci store](#) that is now 12,000 square feet and includes a 3,500-square-foot dedicated men's store and beauty department.

Angelic

Situated on the roof of the Los Angeles store, the restaurant has outdoor seating and views of the Beverly Hills and the city beyond.

In opening the restaurant, Gucci is walking in lockstep with rivals such as Louis Vuitton, Giorgio Armani and Ralph Lauren, among others, who sense that mixing culinary experiences with shopping can only enhance the overall perception and engagement with the brand.

Gucci Osteria da Massimo Bottura Beverly Hills continues Mr. Bottura's partnership with Gucci that commenced two years ago with Gucci Osteria at the Gucci Garden in Florence. That restaurant now has one Michelin star.

Per Gucci, Mr. Bottura and Karime Lpez, the first female Mexican chef to receive a Michelin star and the chef de cuisine at Gucci Osteria da Massimo Bottura in Florence, worked alongside Mattia Agazzi for Gucci Osteria Beverly Hills.

Mr. Agazzi recently moved to Los Angeles after working as Ms. Lpez's sous chef in Italy.

As expected, the menu is Italian and inspired by the three chefs' international careers and culinary travel, as well as their passion for art and music.

The menu will include signature dishes such as Mr. Bottura's famed Tortellini with Parmigiano Reggiano cream and

the legendary Emilia burger, as well as new California-inspired dishes. The restaurant will use organic produce sourced from local farmers' markets.

GUCCI'S RELATIONSHIP with Los Angeles goes back to the jet-set culture of the 1970s. The arrival in 2015 of Alessandro Michele only heightened that attachment with the city.

In fact, the city's influence is evident regularly as seen through a Chateau Marmont and Paramount Studios capsule collections, re-launch of the Gucci Guilty fragrance at the Hollywood Forever Cemetery and the spring/summer 2019 advertising campaign celebrating the golden age of Hollywood.

Also, Gucci supports the local art and film community with the annual LACMA Art+Film Gala, co-chaired by Mr. Michele.

The Gucci restaurant news comes days after French fashion house Louis Vuitton opened its first caf and restaurant within a store, picking its newly inaugurated Osaka Midosuji shop in Japan as the location to add a new twist to its business model.

Caf V is the brand's first restaurant and Sugalabo V its first restaurant, offering Franco-Japanese cuisine in a setting designed by architects Jun Aoki and Peter Marino, who is a longtime choice for [Louis Vuitton](#) interiors ([see story](#)).

With this initiative, Louis Vuitton follows fellow LVMH brand Dior in opening a caf. A Dior store opened in 2015 in the South Korean capital of Seoul came along with Caf Dior, operated by pastry chef Pierre Hermé and serving seasonal drinks and sweets such as macarons and chocolates ([see story](#)).

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