

FOOD AND BEVERAGE

## Gucci, targeting the housebound, takes viewers inside the kitchens of Gucci Osteria da Massimo Bottura

April 7, 2020



*Gucci Osteria da Massimo Bottura chefs Karime Lopez (Florence restaurant) and Mattia Agazzi (Beverly Hills, CA, outpost). Image credit: Gucci*

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci is giving consumers a virtual tour inside the kitchens of Gucci Osteria da Massimo Bottura, whose latest outpost opened recently two months ago in Beverly Hills, CA.

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Recipients of its email drop are invited to discover the history of Gucci Osteria da Massimo Bottura in Florence as well as the [Californian outpost](#) via a new Gucci Podcast episode hosted on Spotify.



*Chef Massimo Bottura and Gucci president/CEO Marco Bizzari, both school friends and now colleagues. Image credit: Gucci*

Ed, fed ...

The [podcast features Gucci president/CEO Marco Bizzari and Michelin-starred chef Massimo Bottura](#).

School friends from the Italian town of Modena, the duo discuss how their creative partnership was born and the meals that they have shared over the years on the occasion of opening the new Gucci Osteria restaurant in Beverly Hills.

Staying on the virtual customer experience theme, Gucci Osteria da Massimo Bottura chefs de cuisine in the Italian and U.S. restaurants will guide viewers through some of their favorite homemade dishes under the cooking at home concept aimed at housebound, COVID-19-avoiding consumers.

Travels, people and experiences inspire the menus of the restaurants. So the choices of the two chefs featured are not surprising.

*Cooking with Gucci Osteria da Massimo Bottura Florence chef [Karime Lpez](#)*

For example, [Karime Lpez](#), who runs the kitchen at the Florence restaurant, makes the egg dish Kachapuri. Bergamo-born Mattia Agazzi, chef at the Beverly Hills restaurant, makes Orecchiette with sun-dried tomatoes and anchovies.

*Cooking with Gucci Osteria da Massimo Bottura Beverly Hills, CA chef [Mattia Agazzi](#)*

Cooking at home needs music to set the mood, right?

Being served up is a curated playlist on Spotify created by Mr. Bottura and Ms. Lpez.

The email also invites recipients to donate to anti-COVID-19 efforts. Gucci, like its parent Kering and sibling brands, has contributed heavily with donations and medical materials to health authorities in Italy.

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Meanwhile, it is not all straitlaced at Gucci. And how can it be?

Gucci is partnering with Season 3 of @thesexed podcast, which is an intersection of sex, health and consciousness.

Animated illustrations feature host Liz Goldwyn @goldilockslg wearing Gucci eyewear and the Gucci Orgasmique Horsebit bag from Gucci spring-summer 2020 collection by creative director Alessandro Michele.

That is also food for thought.

Gucci is partnering with Season 3 of @thesexed podcast, an intersection of sex, health and consciousness. Animated illustrations feature Host Liz Goldwyn @goldilockslg wearing #GucciEyewear, & the #GucciOrgasmique Horsebit bag, from #GucciSS20 by #AlessandroMichele @blkwmnanimate pic.twitter.com/4G9FsWuYuA

gucci (@gucci) March 31, 2020

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