

APPAREL AND ACCESSORIES

Gucci takes its Gucci Garden virtual with new tour

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If consumers cannot visit Gucci Garden in Florence, then Gucci Garden comes to consumers with the virtual tour. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion giant Gucci, adapting to the times, has introduced a virtual tour of Gucci Garden, a building on Florence's Piazza della Signoria that houses the label's museum and curation by creative chief Alessandro Michele.

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Visitors can take the Gucci Garden Virtual Tour, exploring the rooms, objects, exhibitions and ambience of this digital complement to the physical building.

"Cyberflneurs can poke around unveiling the story of Gucci, be charmed by its history, unveil the magic of fashion, marvel at anything that captures their imagination, delve into descriptions and detailed information about every item," Gucci said in a statement.



Gucci Garden on Florence's Piazza della Signoria. Image credit: Gucci

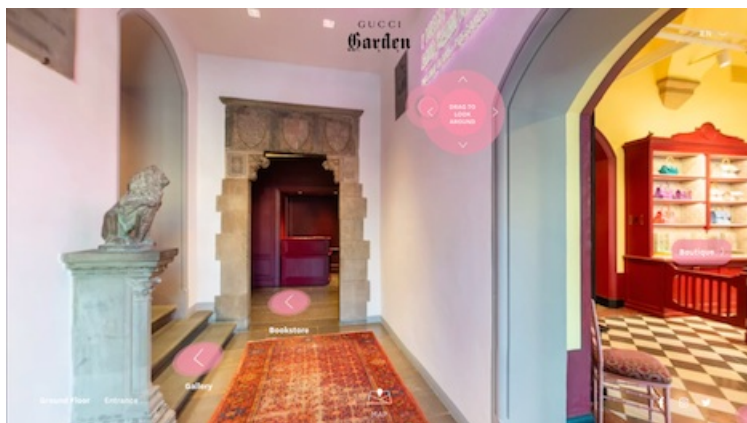
Flowering online

Gucci in 2011 opened its Gucci Museo in the historic Florentine palazzo that dates to 1337 and sits between the Piazza della Signoria, home of the Uffizi Gallery, and Piazza di San Firenze.

In January 2018, Gucci turned the conventional museum into a living, collaborative and creative space to express the

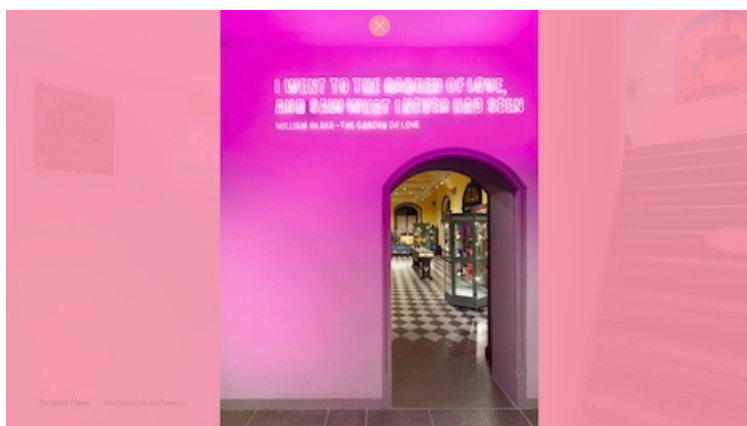
values and aesthetic of the brand as curated by Mr. Michele. The addition of Michelin-starred chef Massimo Bottura's Gucci Osteria restaurant added to the allure.

Restrictions over large gatherings over the COVID-19 coronavirus outbreak have forced brands such as Gucci to become creative. Taking the physical and adapting to digital, as the Gucci Garden Virtual Tour represents, is one workaround to keep brand ties warm with customers and prospects.



Taking the virtual tour of Gucci Garden. Image credit: Gucci

Online with the [Gucci Garden Virtual Tour](#), visitors can stop by the ground floor to visit the boutique and bookstore. Visitors can digitally ascend the second and third floors, which is home to the Galleria, and listen to the rustling of branches and chirping of birds.



The Gucci Garden Virtual Tour is virtual reality at work as consumers are leery of visiting indoorspaces in the age of COVID-19. Image credit: Gucci

Online shoppers can buy souvenirs and postcards that are exclusive to Gucci Garden via email or phone, adding a new dimension to retail that was previously restricted to in-person visits.

"There's no preset path to follow," Gucci said in a statement. "Visitors wander at their own pace from a couch or desk. Take a look here and there. Watch with amazement. Read the stories and the panel text. Go back and take another look. Let a never-before-seen piece spark the imagination. Dart back and forth between floors."