

APPAREL AND ACCESSORIES

## Gucci Garden Archetypes opens in Florence

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*Gucci Garden's take on its Bloom campaign. Image courtesy of Gucci*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci is celebrating its 100th anniversary with an immersive multimedia experience that explores and celebrates the brand's vision.

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Gucci Garden Archetypes explores the multifarious inspirations from the music, art, travel and pop culture spheres that appear throughout the brand's campaigns. To further honor the occasion, Gucci has launched Gucci Garden eau de parfum, its newest fragrance from the Alchemist's Garden Fragrance Collection.

"I thought it was interesting to accompany people in these first six years of adventure, inviting them to cross the imaginary, the narrative, the unexpected, the glitter," said Alessandro Michele, creative director of Gucci, in a statement. "So, I created a playground of emotions that are the same as in the campaigns, because they are the most explicit journey into my imagery."

### Gucci Archetypes

From Tokyo to Los Angeles and from Northern Soul to May 1968, the exhibition features mythical ark-builders, intergalactic explorers, horses, dancers, angels and aliens all making appearances in this expansive exploration of Mr. Michele's kaleidoscopic mind.

Innovative technology, hand-crafting and imaginative interior design create a sequence of immersive worlds, designed by Archivio Personale.

Accessed via what appears to be a behind-the-scenes operations center, visitors first get a split-screen live view of the exhibition they are about to enter.

Inside, a network of themed spaces and corridors bring the world-building of 15 Gucci campaigns to life, including Gucci Beauty's lipstick and Bloom campaigns, Gucci's pre-fall 2017, fall/winter 2018, cruise 2016 campaigns and more.



*Behind-the-scenes of the building of Gucci Garden Archetypes. Image courtesy of Gucci*

The Gucci Garden Archetypes catalog will be the continuation of a journey into the imagination of Mr. Michele, complemented by original texts by personalities of the cultural scene including art critic Achille Bonito Oliva, philosopher Emanuele Coccia, artist and researcher Anna Franceschini, curator Antwaun Sargent and sustainability and culture advisor Shaway Yeh.

A virtual tour will also be available online, giving anyone the possibility to visit the exhibition. As visitors explore this virtual gallery freely inspired by the Gucci campaigns exhibited, the digital avatars transform into mannequins absorbing elements of the exhibition, turning themselves into unique digital artworks.

In September 2020, due to COVID-19 restrictions, Gucci introduced a virtual tour of Gucci Garden allowing fashion fanatics around the world to explore the curation by Mr. Michele ([see story](#)).

The newly launched Gucci Garden eau de parfum is the brand's first limited-edition fragrance, with 1,000 to be produced in individually numbered bottles.

The new limited-edition fragrance will join the exclusively designed range of products showcased at the Gucci Garden, which comprises the gifts, accessories and ready-to-wear.

Located in the Palazzo della Mercanzia in Piazza della Signoria, Florence, Italy, the Gucci Garden Archetypes is now open to the public, Monday to Friday from 10 am until 7 pm.

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