

APPAREL AND ACCESSORIES

## Gucci opening new East Hampton store

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*Rectangular zip pouch is part of a limited-edition collection celebrating the store opening. Image courtesy of Gucci*

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By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci has announced the opening of its new store in East Hampton, New York, the brand's only location in the East End.

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The opening of the East Hampton boutique marks Gucci's return to The Hamptons in a permanent capacity. The brand has a storied history with the area, with past temporary spaces in key Hamptons locations.

### Headed to the Hamptons

The two-floor boutique spans more than 2,000 square feet and showcases a wide collection of men's and women's ready-to-wear, shoes, handbags, luggage, small leather goods, jewelry, watches, eyewear, children's wear, Gucci Beauty and Gucci Dcor.

With an aesthetic that invites customers to feel welcome and relaxed, the interior design is discreet. In keeping with the elegant and contemporary eclecticism that characterizes Gucci's collections, the store sees the combination of traditional and modern, industrial and romantic.

The mood within the store was designed to fit into the East Hampton landscape. Aqua-colored moir walls and velvet armchairs are accented by polished nickel, aged brass fixtures and hand-stained natural wood flooring.



*Rectangular zip pouch is part of a limited-edition collection celebrating the store opening. Image courtesy of Gucci*

Throughout the store, customers may find Gucci Dcor paneled screens and wicker accents, situated among brightly colored fixtures.

In 2019, Gucci collaborated with local Montauk Outpost and coveted insiders' vintage shop, Melet Mercantile, on a temporary retail destination in Montauk, New York ([see story](#)). The collaboration brought communities together and connected the past with the present, melding common values and respective identities in a spirit of pure reciprocity.

In 2020, the brand hosted a caravan at Moby's Market, a staple in the East Hampton community, inviting customers to explore Gucci's latest offering.

In celebration of the opening, the new boutique will offer an exclusive capsule collection available only at the East Hampton location. These limited-run pieces feature an organic jacquard fabric paired with white square G embroidered accents.

The pieces are finished with a blue leather trim and a round leather emblem with The Hamptons' embossed in gold. The collection boasts a range of bags and small leather goods, including an oversized tote, a drawstring bucket bag and a rectangular zip pouch.

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