

APPAREL AND ACCESSORIES

Gucci opens home for archives in Florence

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Gucci has opened a dedicated space for its archive. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci has unveiled the new home of its archives in Via delle Caldaie in Florence, marking a major milestone in the brand's 100th anniversary celebrations.

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The archive is housed in Palazzo Settimanni, which dates back to the 15th century and is located in the Santo Spirito neighborhood, where artisans and artists had their workshops before establishing themselves alongside the residences of aristocratic families who moved there in the 16th century. Inspired by the transformation from working-class to sophisticated, Gucci is placing its stylistic codes where savoir-faire intertwines with research and refinement.

House of archives

Acquired by Gucci in 1953, the palace became an integral part of the brand, both physically and metaphorically, and has served as a factory, workshop and showroom.

Today, the building has not only been restored to its original character, but serves as a symbol of a dialogue between past and present. With this, creative director Alessandro Michele's vision has joined that of the archivist, historian, anthropologist, the scholar, the psychoanalyst and the philosopher.

All the structures accumulated in recent times have been stripped away to reveal vestiges of 19th century decorations, 18th century trompe l'oeil, late 17th century frescoes and earlier ornamentation, all which have been deliberately left intact or restored to their original grandeur without being moved or altered.



Handbags displayed as part of the Gucci archive presentation in Palazzo Strozzi. Image courtesy of Gucci

The only significant alteration has been the removal of the canopy in the entrance hall, added in the 1990s, to let in more light and restore the central portico to its original proportions.

Textile creations and footwear are housed on the first floor, where the space is divided into rooms with names such as Orto di Giove, The Alchemist's Garden, Serapis and Aveugle par Amour. On the second floor, there is the Faonnier des Rves hall.

A wall showcases Gucci's styles that have maintained their design codes while evolving in step with historical events, such as the Bamboo bag or the Jackie, both presented in different versions and materials. In the adjacent jewelry room, vintage items live alongside contemporary collections.

A center for study and for fostering dialogue with the contemporary, Palazzo Strozzi serves not only as a curated collection of artifacts, but more so as a testimony to Gucci's creative process.

In May, Gucci celebrated its 100th anniversary with an immersive multimedia experience in Florence that explores and celebrates the brand's vision. 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 launched Gucci Garden eau de parfum, its newest fragrance from the Alchemist's Garden Fragrance Collection ([see story](#)).