

APPAREL AND ACCESSORIES

## Gucci celebrates 100th anniversary in Kyoto

August 3, 2021



*Gucci taps into Japanese culture and history for its 100-year celebration. Image credit: Gucci*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci is marking its centennial with multiple experiential exhibitions in Kyoto.

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The first chapter of the [#GucciInKyoto](#) celebration was set in the Kiyomizudera Temple, where the Aria collection was presented through an experiential installation with lights and sound effects that paid homage to nature. The second chapter is Gucci Bamboo House, featuring archival and new Gucci products defined by the bamboo element including the Diana bag.

Gucci in Kyoto

The interactive exhibition is open to the public until Aug. 15, at The Kawasaki, a venue built in the 1920s, the decade in which Gucci was founded.

It has been given new life through a Gucci-led refurbishment speaking to the Aria collection's theme of renewal.

[View this post on Instagram](#)

A post shared by Gucci Official (@gucci)

The Kiyomizudera Temple, where the first multi-act exhibition was held, is part of the UNESCO World Heritage site known as the Historic Monuments of Ancient Kyoto. The event included traditional performances showcasing the crystal-covered anatomical heart, a symbol of the Aria collection.

Recently, the Italian house enlisted singer and actor Miley Cyrus for a free-spirited fragrance campaign, in which Ms. Cyrus appears in a cheerful and colorful effort that pays homage to Japanese pop culture.

With a public persona that is both sweet and edgy, the former child star exemplified Gucci's values of self-expression and inclusivity ([see story](#)).

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