

APPAREL AND ACCESSORIES

Gucci debuts online concept store

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Gucci's new concept store aims to spark conversations of the past and future through new and vintage pieces. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci has launched **Vault**, an online concept store created through the vision of the brand's creative director Alessandro Michele.

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Through Gucci Vault, Mr. Michele is aiming to foster a dedicated space for diverse narratives and dialogue. Vault's virtual store offers vintage, pre-owned, reconditioned Gucci pieces, specifically selected by Mr. Michele and the brand's expert archivists.

"Shopping isn't simply about buying things," Mr. Michele said in a statement. "It is about establishing a connection with them, entering into a relationship.

"In my mind, I always had the idea to create a place in constant evolution where impossible' conversations between objects from different origins, creators and eras could take place: central figures in a dialogue between past and present, able to spark future inspiration," he said. "And there, we concocted a laboratory; a mine of ideas, oddities and unlikely encounters, considering that Gucci is a platform for gatherings of characters who seemingly have nothing in common."

Gucci Vault

The online space acts as a time machine, archive, library, laboratory and meeting place, and will continuously evolve, taking new forms with each edition.



Pieces from emerging designers showcased during GucciFest are available on Gucci Vault. Image courtesy of Gucci

The concept store aims to reflect Mr. Michele's passion for experimentation, showcasing restored and customized archive pieces alongside the creations of emerging designers through a cohesive editorial format.

These items will be released at regular intervals throughout the year in limited quantities, ensuring an ever-exclusive offering.

Inspired by multimedia concept stores from the 1990s, Gucci Vault sells pieces from emerging designers around the world, some of which are exclusive to Vault. Current featured designers include Ahluwalia, Shanel Campbell, Stefan Cooke, Cormio, Charles de Vilmorin, JordanLuca, Yueqi Qi, Rave Review, Gui Rosa, Bianca Saunders, Collina Strada, Boramy Viguiet and Rui Zhou.

These designers presented their collections through a series of fashion films shown at GucciFest, the brand's digital fashion and film festival that took place in November of last year ([see story](#)).

As Vault grows, it will include different collaborations, such as a selection of items from other brands beloved by Mr. Michele.

"Fashion, today, needs oxygen from the outside," Mr. Michele said.

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