

TRAVEL AND HOSPITALITY

Gucci partners with The Savoy for Royal Suite experience

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Furnishings and decorative items from Gucci's Dcor Collection are featured throughout the Royal Suite. Image credit: The Savoy

By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci has teamed up with luxury hotel The Savoy London to offer guests a royal experience.

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The partnership aims to celebrate the fashion house's centennial, while highlighting the shared history between the two brands. Guests may now stay in the specially curated Savoy Royal Suite, which has been transformed to reflect the world of Gucci.

Gucci x Savoy

In his early adulthood, Gucci's founder Guccio Gucci worked as a luggage carrier at The Savoy.

During this time in London, he gained direct access to the needs, desires and styles of affluent travelers. Their bags and clothes served as a major factor in fueling his desire to launch his own leather goods company, which he did after returning to Italy.

The suite features furniture, furnishings and decorative items from the Gucci Dcor Collection, alongside art and other antiques specially curated by Christie's to bring together Gucci's aesthetic with the heritage of the hotel.

The Royal Suite spans the entire fifth floor of the Fairmont-managed hotel, with views of the Thames River and London landmarks.



The Royal Suite looks out over the Thames River in London. Image credit: The Savoy

Guests of the Gucci x Savoy Royal Suite will benefit from private transfers to and from arrival airports or stations, a signature Gucci x Savoy welcome package including gifts and a bottle of Louis Roederer Cristal Champagne and a personalized Gucci shopping experience, either within the Royal Suite or at one of Gucci's boutiques in London.

The shopping experience includes a private Rolls-Royce transfer.

Rates for the Royal Suite start at 15,875 pounds per night, or \$21,502 at the current exchange rate.

Last month, Gucci explored human desire in its new film for the Aria collection, which opens with American model Kristen McMenamy arriving at a hotel inspired by The Savoy Hotel in London.

The ominous opening notes of Madonna's 1995 cover of Marvin Gaye's "I Want You" begin playing. Her music video, which examines desire just as Gucci's new vignette does, was also set in a hotel.

By recalling The Savoy Hotel with the campaign setting, the centennial effort also alludes to Gucci's origins ([see story](#)).

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