

APPAREL AND ACCESSORIES

Gucci announces new cafe, cocktail bar

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The space is cozy yet refined, with exposed wooden beams on the ceiling, carved capitals atop columns, intimate sitting areas with leather blue sofas and chairs and more. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Gucci** is opening Giardino 25, the house's new cafe and cocktail bar and the latest addition to Gucci Garden.

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The newest addition, residing in Florence's Piazza della Signoria and designed by creative director Alessandro Michele, will open on Valentine's Day. The venue embodies wonder and an inviting sense of harmony, with the colors, scents and joy found from flowers.

Expanding Gucci Garden

Gucci Garden is a multidisciplinary collaborative and creative space that was first designed by Mr. Michele in 2018. Its newest addition, Gucci Giardino 25, directly references its connection to the creative space as "giardino" is the Italian word for garden.

Gucci Giardino 25 was inspired by Gucci's expressive ethos as well as the previous tenant of the space, a historical florist.

The space features exposed wooden beams across the ceiling, carved capitals atop columns, mustard yellow panels, mirrored tiles behind the counter, intimate sitting areas with leather blue sofas and chairs and more.



Mixologist Martina Bonci has crafted a high-quality list of cocktails, with alcoholic and non-alcoholic offerings. Image courtesy of Gucci

Giardino 25 is versatile in its daytime and post-business hour offerings. The establishment offers an all-day menu, afternoon tea and a wide range of coffee blends that can be enjoyed at the bar or in one of the sitting areas.

Mixologist Martina Bonci has also crafted a high-quality list of cocktails, including the Memoire di Negroni' a tribute to the more than century-old Italian Negroni. She has also crafted non-alcoholic options.

Food is served throughout the day, with a menu featuring breakfast, dinner and light snacks. Reservations are required.

Last May, Gucci got creative in partnering with online gaming platform Roblox for an interactive virtual exhibit celebrating Gucci Garden Archetypes.

The virtual Gucci Garden space replicated the physical, multimedia experience that recently debuted in Florence. Users were invited to explore the immersive space through avatars as well as purchase exclusive, limited-edition avatar items ([see story](#)).

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