

APPAREL AND ACCESSORIES

Gucci launches Vault into metaverse

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Vault's virtual shelves will feature vintage Gucci products as well as pieces from other brands. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Gucci** is bringing its iconic Vault into the future.

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Vault, the house's experimental online space imagined by creative director Alessandro Michele, is continuing to foster its multidimensional nature by striking out into the metaverse. Vault's virtual shelves hold a wide-ranging combination of vintage Gucci products, new creations by handpicked designers and will soon feature a wider offering of noteworthy brands selected by Mr. Michele.

Metaverse mania

One of the first houses to create limited-edition pieces for Vault is Belgian leather goods house Delvaux. Delvaux is presenting an exclusive capsule of eight one-of-a-kind mini Brilliant bags, featuring patterns inspired by Vault.

Shirtmaker Charvet, founded in 1838 on Place Vendôme in Paris, is providing a collection of ties, bowties, pochettes and flower lapels for Vault.

Gucci invites consumers into the house's experimental online space. Video courtesy of Gucci

Additional brands to be featured on Vault include ERL, Wales Bonner, Martine Rose and Vans. Designers including Collina Strada, Cormio, RUI and Rave Review will also be featured.

Consumers can follow Vault releases on its Discord server Gucci Vault and the Vault Instagram, @guccivault.

With its fostered presence in the metaverse, Gucci continues its forward-thinking and technology-based efforts.

Last month, Gucci and digital collectibles creator Superplastic unveiled a new limited-edition series of CryptoJanky NFTs and handmade ceramic sculptures.

The three-part "SuperGucci" series featured an offering of 10 exclusive NFTs, each accompanied by a ceramic sculpture designed by the two brands and handmade in Italy. The collectibles went on sale Feb. 1 ([see story](#)).