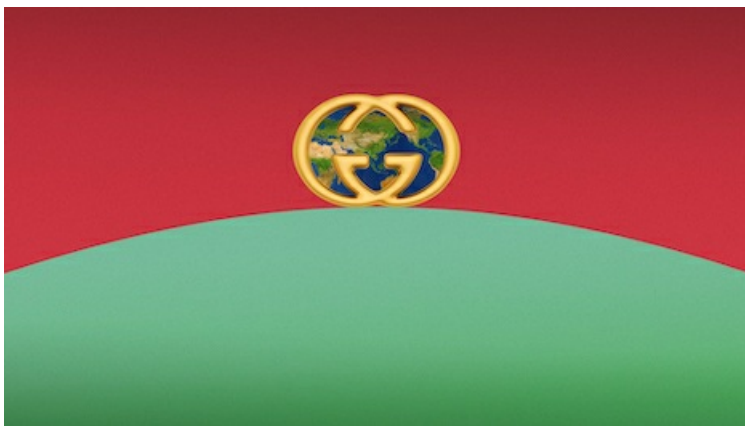


APPAREL AND ACCESSORIES

Gucci to open traveling exhibition in Shanghai

February 16, 2023



The exhibition will take its selections from the Gucci archives in Florence. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci is highlighting its century-long history with a celestial-themed exhibition opening in Shanghai this spring.

Curated by Italian fashion critic and theorist Maria Luisa Frisa, the event will showcase select pieces from the house's archives while immersing visitors in a multisensory experience. The exhibit will debut in Shanghai's West Bund Art Center on April 28, remaining open through June 25.

"Gucci has always charted its own course, building a legacy that is rooted in heritage and craftsmanship while always present at the intersection of fashion and culture," said Marco Bizzarri, president and CEO of **Gucci**, in a statement.

"Gucci Cosmos is a true celebration of the brand's evolution."

A world away

Featuring eight compartments, each conceived by British artist Es Devlin, Gucci's new exhibition will borrow selections from the archives in Florence, paying particular attention to accessories.

This includes various iterations of the classic Jackie 1961 bag.

Originally called the "G1244," and renamed after former U.S. First Lady Jacqueline "Jackie" Kennedy Onassis, Ms. Onassis was photographed countless times throughout the 1970s and 1980s carrying her favored bag.

The House announces Gucci Cosmos, an exhibition of the most iconic designs from its 102-year history, opening at West Bund Art Center in Shanghai from April 28-June 25 before touring the world. [#GucciCosmos pic.twitter.com/cAQqanOQO7](https://twitter.com/cAQqanOQO7)

gucci (@gucci) February 14, 2023

The handbag recently received an update. Featured in an accompanying advert, American actress Dakota Johnson goes about her day in Los Angeles, carrying contemporary models by her side ([see story](#)).

By kicking off the exhibition's tour in Shanghai further dates and locations have yet to be disclosed the brand further suggests a commitment to the Chinese market. Gucci currently has 99 retail locations in mainland China.

Across APAC, in May of 2020, Gucci opened "No Space, Just A Place" in Seoul, which boasts a history of creating independent and alternative spaces for art, overseen by Gucci's then-creative director Alessandro Michele ([see story](#)).

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.