

RETAIL

Gucci gives circularity initiative physical form at latest New York location

March 27, 2023



The space is LEED-certified for being furnished with recycled and plant-based materials, lit by LED and for being powered with Building Management Systems (BMS) that limit energy waste. Courtesy of Pablo Enriquez for Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Gucci** is making New York's Meatpacking District a little greener.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In addition to men's and women's wear, Gucci Beauty and ready-to-wear, the new 9,000-square-foot space on West 14th Street and Ninth Avenue in Manhattan will have an exclusive area dedicated to private appointments.

Also exclusive to the sustainably-furnished space is the physical iteration of Vault's Gucci Continuum, the brand's circularity initiative that extends the life of existing designs and reinvents deadstock materials.

Packing a punch

This extension of Gucci's circularity mission follows the launch of "Circular Hub," which is Italy's first platform dedicated to the creation of circular luxury products.

The hub builds on parent conglomerate Kering's "Material Innovation Lab" and Kering's movement toward more sustainable production practices that will eventually branch out industry-wide.

The Tuscany-based project will make use of Gucci's own production sites, which include 700 direct suppliers and 3,500 sub-suppliers, and will call on experts from Kering's Milan-based Material Innovation Lab for advice on apparel, accessories and footwear.



The location's interior design include mesh metal accents which are a nod to the neighborhood's industrial history. Image courtesy of Pablo Enriquez for Gucci

This project is one of many efforts by Gucci and Kering to reduce waste and carbon emissions by an initial projection of 60 percent ([see story](#)).

Another effort to reduce waste is Vault's Gucci Continuum which invites top brands and creators to upcycle Gucci dead-stock into new creations.

The exclusive physical presence of this initiative at the new meatpacking district locations joins other physical representations of the brand's commitments to sustainability.

Furnishings are second-hand and surface fabrics are made with green materials such as Gucci's own Demetra, a majority plant-based sustainable and renewable textile.

Similarly, the floors are created, in part, of Silipol cement which is completely recyclable and made from natural elements.

This, along with LED lighting and 100 percent renewable energy makes the location LEED-certified Leadership in Energy and Environmental Design that is an internationally-recognized distinction determined by the U.S. Green Building Council.

In fact, in 2009, Gucci became the first luxury brand to receive this certification, and plans to bring all of its 380 directly-owned stores up to the standard by 2025.

Otherwise, the new New York space's design reflects its Tuscan roots Florentine, to be specific in its dcor. The floor has a marble motif and reflective marble columns accent throughout.

This aesthetic is married with nods to the industrial history of the neighborhood, with grids of metal mesh on the ceilings, and mirrored tiles on the U-shaped display booths and curved staircase.

© 2023 Napean LLC. All rights reserved.

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