

APPAREL AND ACCESSORIES

# Gucci relocates in Aspen

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*The location was designed in accordance with LEED guidelines, maximizing energy efficiency. Image courtesy of Gucci*

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Gucci** is bringing cold-weather wear to new heights.

The brand has relocated its upscale Aspen boutique, now situated in the historic district of Colorado's snow-capped city, complete with a wide product selection and an exclusive VIP private space. Within the 5,600 square foot store, guests can shop handbags, accessories, men's and women's small leather goods, shoes, sunglasses, men's and women's ready-to-wear, jewelry, beauty and luggage items from Gucci Valigeria.

## Peak-side prestige

Just in time for the season, the Gucci Aprs Ski array ([see story](#)) is available in-store, the boutique home to products that are exclusively for sale on-site.

The strategic retail opening also hosts house signatures such as the Horsebit 1955 handbag and Jackie 1961 collection, as well as Gucci Cruise.



*The boutique is located on South Galena Street amid Aspen's Historic District. Image courtesy of Gucci*

Referencing details from various collections, the elevated shopping experience is complemented by the store's interiors scheme.

At large, guests are made to feel at home via built-in fixtures that look like walk-in closets. Soft fabrics are featured along the walls, while tan boiserie serves as the backdrop for the luxury items on display.

Meanwhile, Gucci Dcor velvet armchairs and sofas are paired with local vintage finds that tie the Italian maison to the mountain town. Wool rugs in monochrome green hues are laid throughout, warming the ambiance.



*Gucci furniture is paired with locally-sourced vintage picks, blending the cultures of the luxury brand and the ski town. Image courtesy of Gucci*

The exterior is brought to life by a motif that frames the Gucci logo, with handmade artisan Maiolica tiles matching indoor emerald-hued carpets to be found in each window.

To ensure the shop falls in line with the brand's sustainability commitments, the location was designed in accordance with LEED guidelines, maximizing energy efficiency.



*Between the VIP space and products that can only be bought on-site, the Aspen boutique boasts multiple points of exclusivity. Image courtesy of Gucci*

Guests can visit the site Monday through Saturday from 11 a.m. to 6 p.m. and on Sundays from 12 p.m. to 6 p.m.

The opening could prove quite lucrative for Gucci, considering resort real estate markets such as Aspen are actively managing waves of ultra-high-net-worth individuals moving in ([see story](#)).