

IN-STORE

Gucci unleashes holiday gift box displays across globe

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Holiday windows and facades at boutiques in London, New York City, Seoul and beyond feature the brand's signature Horsebit logo. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Gucci** is launching a series of festive installations worldwide.

Now live, window and facade displays at boutiques in London, New York City, Seoul and beyond feature the brand's signature Horsebit logo. The stacked gift boxes also take form near Gucci's new flagship at Galleria Vittorio Emanuele II in Milan, where the maison has sponsored a special display at the historic Italian hub.

Window shopping

At the Milano Galleria shopping arcade, 78 silver packages shaped after a Christmas tree stand tall. Brand executives joined Giuseppe Sala, mayor of the city of Milan, earlier this month for a tree lighting ceremony.

The update follows a decadelong reign from Austrian crystal and jewelry designer Swarovski, which has backed the open-air gallery's holiday tradition since 2013.

Tourists and locals alike can interact with the Gucci Gift campaign ([see story](#)) in real life at this and several other locations such as Beijing, Los Angeles and Tokyo this season.



As announced at the beginning of the month, shoppers can enjoy festive displays at boutiques around the world. Image credit: Gucci

Adorned with the Horsebit emblem, which turned 70 this year ([see story](#)), Gucci is highlighting glimmering displays across the globe in a series of social posts signed: "From Gucci, with love."

Milan is home to another newly-renovated Gucci boutique at Via Monte Napoleone.

At 20,000 square feet and spanning two floors, the store carries gifting items, handbags, shoes, luggage, eyewear, jewelry, fragrances, silk scarves, leather goods and ready-to-wear collections.



The renovated boutique at Via Monte Napoleone in Milan houses the Gucci Gift window display. Image credit: Gucci

Cipollino and Bardiglio marbles, furniture pieces from Italian brands and Venetian "pulegoso" glass all nod to the nation in which the boutique operates. Two VIP lounges complete the space.

Not only does the store serve as home to a collection of artworks, with an emphasis on Italian works hand-picked by curator Truls Blaasmo, but in its window sits the Gucci Gift holiday display.

The brand presents "Gucci Gift Around the World"