

RETAIL

# Gucci refreshes retail experience in SoHo

February 13, 2024



*Situated on 63 Wooster Street, the over-10,000-square-foot space encompasses an entire city block. Image courtesy of Gucci*

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Gucci** is reintroducing a fresh retail space in New York.

Following a period of renovation, the brand's Wooster Street boutique is reopening this week with an entirely new interior. With the refresh, the maison reenters the Soho neighborhood, a hotspot for fashion and design in Lower Manhattan.

## Neighborhood fixture

First opened in 2018, the storefront encompasses an entire city block.

Situated on 63 Wooster Street, the over-10,000-square-foot space was originally a pencil factory; the building is a protected landmark within the district. Its roots are upheld through its original features such as brickwork, wood and iron floors, columns and tin ceilings, all restored to fit in with the retailer's more modern touches.

Now the 155-year-old structure has an upscale feel, with glass, stainless-steel and cement detailing said to "complement the historic details of the building, synonymous with Soho."



*The building's original support columns are still present in the reopened shop. Image courtesy of Gucci*

Gucci's reinigorated store is just steps away from Italian fashion house Armani's flagship, which opened last summer ([see story](#)).

Creative director Sabato De Sarno's contemporary vision of Gucci is seen inside, and the interior also draws inspiration from the

recently opened flagship in Milan.

Featuring men's and women's ready-to-wear, shoes, jewelry, accessories and luggage, the store will stock the latest collections from the maison, starting with the women's spring/summer 2024 line. Limited-edition items will also make their way to the renovated boutique, with an acid-green variation of the Jackie Notte handbag being the first.

Art is a core pillar of the refreshed interior, with works from a global collection of artists, including Alighiero Boetti, Larry Bell, Lucio Fontana, Autumn Knight, Sasha Stiles and the brand's long-time art partner Truls Blaasmo, showcased around the store.

The Gucci Wooster Bookstore also remains following the renovation, stocking a constantly rotating and curated selection of titles focused on contemporary art and photography, many of which are out-of-print. To celebrate the launch of the spring/summer 2024 collection, the maison has released "Gucci Prospettive 1: Milano Ancora," the first in a series of releases breaking down Mr. De Sarno's creative expression, available within the fine bookseller.



*New signatures of the Gucci Ancora motif are present throughout the space. Image courtesy of Gucci*

To celebrate the grand reopening of the boutique, the brand partnered with the city's top hospitality hotspots, including Sant Ambreous, Jean's and Nine Orchard, to give out collectible, limited-edition Ancora postcards bearing designs from the spring/summer 2024 campaign.

Alongside this, the label created a custom Ancora Airstream trailer adorned with Rosso Ancora flower arrangements.

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