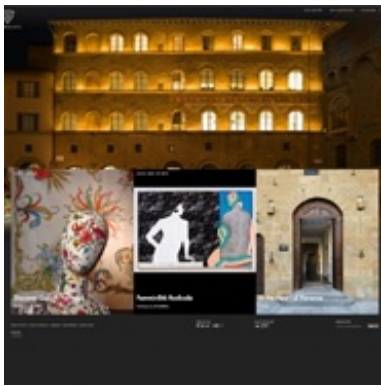


INTERNET

Gucci brings museum experience to global audience with new Web site

March 18, 2014



By SARAH JONES

Italian fashion label Gucci has created a digital hub for its bricks-and-mortar museum to expand the audience of its art and fashion displays.

[Sign up now](#)

Luxury Daily

The brand has translated the Gucci Museo experience into a dedicated Web site that features images of the exhibitions as well as information about the house's history. By keeping this Web site separate from Gucci's main site, the brand has created a singular place to learn about the atelier's heritage through digital content, spreading awareness and building loyalty.

"The Gucci Museum is a living archive that showcases the rich history of the brand's classic and iconic design through the years," said Amanda Rue, strategist at [Carrot Creative](#), New York.

"The Web site serves as a portal to this museum and gives people from around the world the opportunity to explore and discover this museum without having to visit the physical location in Florence, Italy.

"The museum highlights the heritage of the brand and its dedication to creativity while educating people of the rich history. For many consumers, understanding the origin of the

brand helps to deepen emotional ties to the brand itself, fostering fans and advocates that love and appreciate the richness of the brand."

Ms. Rue is not affiliated with Gucci, but agreed to comment as an industry expert.

Gucci was unable to comment before press deadline.

Curated content

Gucci opened its museum in Florence in 2011 as part of the brand's 90th anniversary. Since then, the brand says the museum has become very popular with visitors and is "emblematic" of the brand past and present.

In addition to a permanent archive collection from the label, Gucci's museum hosts contemporary art exhibitions that are financed by the Pinault Foundation.

GucciMuseo.com is separate from the brand's Web site, with a small link at the bottom of the Gucci Web site to help consumers head to the dedicated museum site.

The museum site is divided into three categories of content: "Gucci Archive," "Gucci and the Arts" and "The Museum."

Within the archive section are images of historic Gucci items split into stories. Featured is a slideshow of the label's Bamboo bag, which launched in 1947, with new iterations still being created.

Along with the images is text that explains the history of each type of garment, from handbags to eveningwear worn on the red carpet. Panoramic 360-degree views of the real museum rooms contain products that can be clicked on to get more information.

Gucci and the Arts shows both current and past museum exhibitions, along with content about the brand's artistic ventures, such as its Tribeca Documentary Fund and its work with The Recording Academy to preserve music with digital restoration.

In The Museum, consumers can learn about the founding of the museum through text and a video and get a full history of the brand through a timeline. They can also browse a schedule of events and get details on the boutiques within the museum, including a bookstore and the Icon Store, which carries pieces like the Classic Moccasin.

Consumers can sign up for a newsletter subscription directly on the museum site. Gucci's museum site links back to the brand's Web site as well as offering a direct link to a store locator. This mimics the stores housed in the physical museum.

To promote sharing, Gucci has included a sharing function on individual photos to allow consumers to email it or post to Facebook, Twitter, Instagram or Pinterest.

The Web site was built to be responsive, to provide an optimized viewing experience across desktop, mobile and tablets. Similarly to Gucci's main Web site, the site translates into eight languages to reach a global consumer.

"The site features a variety of content that consumers can explore as if they were present

in the physical museum," Ms. Rue said.

"Gucci's site features an highly explorative format but gives the user little reason to return for additional visits," she said. "Launching exclusive or private collections via the Web site may encourage visitors to return to explore more of the museum.

"Additionally, while the site allows for sharing through social networks, it does not appear the content itself is optimized as sharable content. It is no longer enough just to include share buttons. Instead, additional consideration should be made to ensure optimization of content which includes images, video and accompanying copy to further drive earned media across the social web."

Digital space

Gucci has recently amped up its digital presence with a social media campaign.

The label is expanding the reach of its latest social video with a Spotify hub featuring playlists by popular DJs.

Gucci's Spotify profile is part of a larger social media campaign that will launch March 11 for the label's Bamboo Fringe handbag, which will showcase a number of female DJs' interpretations of the bag. Spotify tends to be dominated by millennial consumers, pointing to a younger, more aspirational target audience for this campaign ([see story](#)).

Gucci has shown through various projects that it values art.

Italian fashion house Gucci continued its film restoration project with The Film Foundation and Warner Bros. Entertainment that showcased the brand's appreciation for and support of cinematic arts.

Facilitating the restoration of director Nicholas Ray's film "Rebel Without a Cause" allowed the brand to show its enthusiasts a side not based in fashion. Artistic collaborations give brands a way to connect with and change the perceptions of consumers outside their niche ([see story](#)).

Gucci's new Web site will likely appeal to brand fans curious about the history and heritage of the label.

"The separate Web site shows differentiation from the corporate Web site and gives it validity and importance," Ms. Rue said.

"The museum site is a branded experience to showcase the history and evolution of the brand through time," she said. "It appeals to an audience that wants to increase understanding and appreciation for the brand."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.