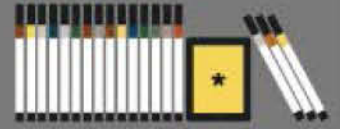


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Wallpaper* ^(S)

Gucci flagship opening, Shanghai

FASHION / 3 JUN 2009 /



Gucci's latest flagship in the heart of Shanghai is a lesson in overstated opulence

It comes as little surprise (with an economic status that has become stuff of legend) to learn that mainland China now plays host to 28 [Gucci](http://www.gucci.com) stores.

ADDRESS

Gucci
Golden Eagle Shopping
Centre
Kunming
Shanghai



Spreading their wares across the expansive - communist - country for the last 12 years, Gucci's Chinese takeover is a clear example of the burgeoning financial frivolity on the orient.

Set in the heart of Shanghai in the suitably titled Golden Eagle Centre, Gucci's latest flagship, which opens on the 4th June, is a lesson in overstated opulence - which only the masters of Florentine excess can so well teach.

Spanning two floors and showcasing the full range of menswear, womenswear and accessories - the store is a key cog in the rolling out of Creative Director Frida Giannini's re-polished Gucci machine.

With several redesigned flagship stores having already been unveiled in London, New York, Rome and Madrid (among others) - the Shanghai store is the latest in a line of Gucci superstores born of Gianinni's refreshed creative concept.

Fronted with a monolithic golden glass façade and filled with polished rose gold finishings, marble floors and rosewood detailing, no stone has been left unturned in Giannini's pursuit of the very best for Gucci's latest South China residence.