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Gucci

RETAIL DIRECTORY 2008

New York

Gucci, as is emblazoned on the limited-edition bags in the windows of their new store in New York, loves NY (when you visit the website designed exclusively for the store, Madonna's 'I Love New York' starts playing).

Indeed, the company has a storied history in city; Gucci has had a store on one corner of Fifth Avenue or another since 1953 and so its new flagship, which has just opened in the Trump Tower, has a lot to live up to.

It shocks and awes in the international language of real estate: at an astonishing 46,000 square feet, it is the largest Gucci store in the world. Designed by creative director Frida Giannini and constructed in collaboration with architect James Carpenter (whose glass façade is a triumph), the store is three sprawling, sumptuously carpeted floors showcasing the entire range of the luxury brand's collections.

As you climb the gold-and-glass columned stairs, things seem to get progressively calmer and more sedate; where the ready-to-wear collections hang the salespeople are fewer, and move quietly around the space almost as if it were a gallery. In a sense, of course, it is - only one where you can touch everything.

INFORMATION

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