

# Gucci's New Look

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AS if Sloane Street couldn't get any more glamorous ([Missoni](#) has just opened the doors to its first standalone store there and [Dolce & Gabbana](#) is set to unveil its new look store in April), [Gucci](#) has gone and upped the luxurious fashion label ante by revealing its new look London flagship boutique, designed by the label's creative director [Frida Giannini](#).



"I wanted to amplify the luxurious and intimate sensibility of the Gucci boutique environment to create an aesthetic that complements the history of the house, but at the same time ensures that it is thoroughly contemporary," explains Giannini of the 20,000-square foot, two-floor space, which first opened its doors in 1990.

"This design concept is a modern architectural statement that references iconic materials and elements from the past. Of course my emphasis has been to create backdrop to showcase the various collections in the strongest possible way," adds Giannini.

Recalling the elegance of the Art Deco era through warm polished gold, smoked mirror and bronze, rosewood and marble, geometric lines combine with stylised characterisations of Gucci's signature web striping to define the internal space.

And it doesn't stop there. To celebrate the new store, Giannini has created a unique range of products - among them the limited edition "Sloaney Bag" and a precious 18 carat white gold, diamond and aquamarine jewellery set - that will only be available from the Sloane Street store.