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## Gucci's New York Mecca

**A 46,000-square-foot retail space opens on Fifth Avenue.**



For true fashionistas, there's no such thing as too much of their favorite brand. And if that brand is **Gucci**, their version of Mecca recently opened in New York's Trump Tower, on Fifth Avenue.

It's a 46,000-square-foot space filled with everything Gucci — from eyewear to ready-to-wear — fronted by a glass curtain wall conjured by Manhattan-based designer James Carpenter. Interiors are the work of Gucci's creative director, Frida Giannini, and signal a dramatic departure from the dark, shrouded-in-mystery look of the Tom Ford era. Now it's all about transparency: people inside can look out and vice versa, which has the effect of creating retail theater for passersby.

The stage here is decorated in quietly luxurious materials — dark rosewood and marble, warm polished gold, smoked mirrors and glass. Each floor caters to a different audience, and shoppers ascend the free-floating staircase from the accessories section on the street level to the men's and then women's departments upstairs. *725 Fifth Avenue; 212-826-2600; [gucci.com](http://www.gucci.com).*

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