



Retail Directory 2009



Gucci

LONDON

It's been almost 20 years since this London flagship first opened its doors to Chelsea's finest. Having tirelessly served more than its fair share of well-heeled clientele throughout the years, the boutique's 2009 makeover into a gleaming bronze powerhouse is a welcome shakeup to Sloane street. Conceptualised by Frida Giannini, Gucci's prolific Creative Director, the revitalized boutique puts a stamp on the brand's visionary move toward 21st Century design, without losing the heritage of the House. Giannini has already successfully piloted similar revamps in New York's Fifth Avenue, Rome's Via Condotti, Munich's Maximilianstrasse and Hong Kong's Canton Road and the London flagship is no exception. Giannini's desire to "amplify the luxurious and intimate sensibility of the Gucci boutique" is apparent throughout the store, from the 60 metre LED lighting effect bronze metal façade which looks onto Sloane Street, to the sun-kissed gold and bronze fittings throughout the interior. The use of open space and natural light is a suitable platform for the Art Deco inspired elements such as the ribbed glass, smoked mirrors, marble floors and polished gold fixtures. The glory days of the Sloane Ranger may well be drawing to a close, but patrons of the store can now own a piece of 'Sloaney' heritage. In a tongue-in-cheek homage to Chelsea in the seventies, Giannini has designed the limited edition Sloaney bag collection, only available to buy at this store.

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