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Gucci reveals reborn boutique at Mall Of The Emirates featuring works by regional artists

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In the heart of Dubai, Gucci unveils its reborn boutique in the iconic Mall of the Emirates—an expansive, immersive space where tradition meets the pulse of modernity, marking only the second flagship of its kind beyond Milan.

Spanning over 12,277 square feet, this newly envisioned space isn't just a store; it's an experience. Every corner, every curve, invites you to explore Gucci's world through the lens of Sabato De Sarno's sleek, unapologetically Italian aesthetic. Think clean lines, muted tones, and an artfully curated atmosphere where Ready-to-Wear, Handbags, Jewelry, and more await, each piece a reflection of the House's "Made in Italy" essence: authenticity, quality, and effortless style.

Walking through the boutique feels like stepping into an art gallery—each element intentional, each detail a nod to Gucci's commitment to creativity. Curated by Truls Blaasmo, the space features works by regional talents like Nasser Almulhim, Sami Hayek, Chafa Ghaddar, and Sarah AlMehairi, alongside global icons like Lucio Fontana and Alighiero Boetti. It's more than décor; it's a dialogue between tradition and innovation, East and West, framed in acid green and yellow carpets against optical marble floors that hint at the palazzos of Italy.

With brushed steel counters and built-in displays that evoke the intimacy of a walk-in closet, Gucci's boutique feels like home—but a home adorned with designs by legends like Vico Magistretti and Mario Bellini. It's a sanctuary for the style-seeker, a space that feels lived-in, yet luxuriously curated.

Eco-conscious design principles flow through every inch, embodying Gucci's promise of sustainability, crafted with LEED guidelines to elevate both style and responsibility. Here, each step isn't just into luxury; it's a step toward a redefined future of fashion.