

GUCCI ANNOUNCES OPENING OF NEW HOTEL GUCCI

For Immediate Release

Florence, Italy - December 12, 2018 - Gucci is pleased to announce the grand opening of *Hotel Gucci*, its new luxury fashion hotel, located in the brand's birthplace of Florence, Italy. The hotel's design will be reflective of the progressive vision of Gucci's current Creative Director, Alessandro Michele, and will remain authentic to Gucci's current identity. The fashion house is following the success of its *Gucci Garden*, a popular space that features a store, exhibition space, and restaurant located in Piazza della Signoria.

For experimental travelers who love high-end, luxury brands, Hotel Gucci is a sophisticated, aesthetic experience that provides an immersive new way to connect with the brand. Unlike other luxury hotels, Hotel Gucci incorporates the fashion world and a luxurious lifestyle into one place, becoming more than just a place to stay.

"In Italian, we can say that beauty is something that you create—that you create the illusion of your life. I think that everybody can create their masterpiece, if you build your life how you want it. Just to create that illusion of your life—this is beautiful." Michele said. Hotel Gucci immerses guests into the Gucci masterpiece, allowing them to create the life they've always wanted.

The hotel will feature romantic architecture, eclectic art installations, conceptual suite styles with Gucci Decor, and a Gucci Restaurant and Spa. Every visit, each guest will receive an exclusive porcelain David doll dressed in seasonal Gucci attire. This unique and exciting immersion into the world of Gucci is sure to draw in both social media enthusiasts and luxury hotel lovers alike.

People won't go to Hotel Gucci to see Florence, they'll go to Florence to see Hotel Gucci.

GUCCI

Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands, with a renowned reputation for creativity, innovation and Italian craftsmanship.

Gucci is part of the Kering Group, a world leader in apparel and accessories that owns a portfolio of powerful luxury and sport and lifestyle brands.

For further information about Gucci, visit

www.gucci.com.



For further information, please contact:

Allie Lynch

Gucci Public Relations

allie.lynch@us.gucci.com

212.379.8593