

Gucci

What started as a small leather workshop founded by Guccio Gucci in 1921 in his native Florence, is nowadays a true empire of luxury. Not only fans, but real hoards of addicts in every corner of the world wait impatiently twice a year to see what the new season by the double “G” has in store, oblivious to the company’s management changes. If there is one thing that makes Gucci unique it is its constant renovation.

Now Frida Giannini, who replaced Tom Ford as head designer, has distanced herself from the brand’s mythical black to present more colourful and patterned motifs, both for the men’s and women’s prêt à porter, although always maintaining its original pure Italian style.

The house's icons have been reinterpreted once again, like the Bamboo bag made popular by Grace Kelly, the model Jackie O, which takes its name from its greatest admirer, Jackie Kennedy and the legendary Flora print, which is nowadays used on accessories, shoes and watches. The next fetish will probably be the so-called “Pelle Guccissima”, heat-stamped leather created by Giannini and available, like all of the brand’s products, at the Gucci store in Madrid. As it couldn’t be otherwise, the shop is located in the capital’s Golden Mile, on one of the most emblematic corners of calle Serrano and calle Ortega y Gasset.





Interest data

Address

Calle Serrano, 49 28006

Telephone

(+34) 91 431 17 17

Web

<http://www.gucci.com>

Bus

1, 9, 19, 51, 74

Opening times

Mon – Sat 10am – 8.30pm

Tourist area

Barrio de Salamanca

Email

gmadrid@gucci.it

Metro

Núñez de Balboa (L5, L9), Rubén Darío (L5),
Serrano (L4)

Type

Moda

Official tourism website

