Gucci to show at medieval castle in Puglia on May 16

By Dominique Muret - April 13, 2022

Gucci has revealed the venue of its next mixed-gender show, scheduled on May 16. The Kering group’s star label has chosen southern Italy as its destination, specifically the medieval castle of Castel del Monte, in the heart of Puglia. Gucci also announced that it will support an upgrading project for this historic site, aimed at "enhancing the visitors’ experience."

Castel del Monte’s imposing octagonal shape with its eight rigorously geometric towers dominates the landscape and the town of Andria from its 540 m altitude. The fortress is a unique piece of architecture and was named a UNESCO World Heritage site in 1996. It was built using limestone and quartz blocks in the 13th century, around 1240, under the aegis of Frederick II of Swabia.

With Castel del Monte, Gucci’s creative director Alessandro Michele continues “his conversation with a number of major historical sites,” as the label stated in a press release, after picking the Roman necropolis of Alyscamps in Arles, France, in 2018, and the Capitoline Museums in Rome in 2019, to present two of Gucci’s recent cruise collections.