

GUCCI

GUCCI TO OPEN NEW STORE AT TYSONS GALLERIA

AUGUST 5, 2010 – Gucci is pleased to announce the opening of a new store at the Tysons Galleria in August 2010.

The new Gucci Tysons Galleria store expresses a modern glamour that ushers in the label's new design era while continuing its legacy of unparalleled shopping. Featuring Creative Director Frida Giannini's visual concept, the 4,770 square foot store employs light and transparency to spectacular effects and paves the way for Gucci's 21st century look. Historic Gucci materials such as dark rosewood and marble remain integral in the store's aesthetic, but there is also the introduction of new materials such as ribbed glass, warm polished gold, smoked mirror and smoked glass which recall the richness of the Art Deco era. Geometric lines, including stylized examples of Gucci's signature web striping, define the internal space, adding further symbolic detailing. The store radiates a true atmosphere of luxury, showcasing a wide collection of men's and women's ready-to-wear, handbags, shoes, jewelry and accessories.

About Gucci

Gucci, founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands. With a renowned reputation for quality and Italian craftsmanship, Gucci designs, manufactures and distributes highly desirable products such as leather goods (handbags, small leather goods, and luggage), shoes, ready-to-wear, silks, timepieces and fine jewellery. Eyewear and fragrances are manufactured and distributed under license by global industry leaders in these two sectors. Gucci products are sold exclusively through a network of directly operated boutiques (295 at June 2010) and a small number of selected department and specialty stores.

About Tysons Galleria

Tysons Galleria is a world class destination for luxury shopping and fine dining in the Washington, DC metropolitan area. Home to more than 120 of the area's most fashionable retailers, six upscale restaurants and the Ritz-Carlton, Tysons Galleria strives to create extraordinary experiences for its guests. For more information about the Galleria, visit www.tysonsgalleria.com

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