

160/90



Bringing GUCCI a VIP Experience in Dallas

Context

Gucci needed help creating a VIP Dallas Experience for their top North America GUCCI customers that was comparable to the glamour of the the GUCCI Love Parade Collection preview.

Creative

With a three-week lead time, we helped GUCCI host guests at one of the most internationally acclaimed hotels in the United States, the Rosewood Mansion at Turtle Creek. We presented attendees with an array of five-star dining and leisure options for guests to choose their own luxury experiences which we arranged on their behalf. We ensured all leisure activities were privately curated and to each guests' unique interests that covered each day, while still offering the flexibility to make changes direct with their private black-car chauffeur or event team liaison.. We gifted participants with customized in-room amenities that not only speak to their individual tastes but align with the brand standards of GUCCI. We also included concierge COVID testing.

150

Attendees

40

Dining Reservations

32

Leisure Activities

125

Private Luxury Transfers around Dallas-Fort Worth

