

Demna Opens Milan with “Tutta in Famiglia” at Gucci Debut

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Demna formally introduced himself as Gucci’s creative director at Milan Fashion Week. But he did so not by a standard runway show. Instead, he staged a fashion film premiere, *The Tiger*, to open his chapter. He also released a capsule collection called “Gucci: La Famiglia” before the screening. Thus, the evening mixed nostalgia with innovation, heritage with theatricality.

“The Tiger”: More Than Just a Movie

The Tiger was directed by Spike Jonze and starred Demi Moore. Models wore looks from Demna’s collection both in the film and at the event. The narrative imagines Barbara Gucci, played by Moore, living in a gilded mansion with a dysfunctional family. Scenes include a preview of her latest collection and unexpected satire. Thus, the film frames Gucci’s identity via persona, myth, and playful critique.

Capsule Collection: “La Famiglia” Reimagines Gucci History

The capsule revisits emblematic Gucci signatures. Monograms and iconic pull-quotes from past creative directors are reworked. From Tom Ford’s sleek night glamour to Alessandro Michele’s romantic maximalism, traces of Frida Giannini’s gardens also emerge. Demna mixes in volume, silhouette experiments, and youthful energy. The clothes feel both familiar and fresh.

Gucci held the event in La Borsa, the former stock market in Milan. Models arrived on the black carpet, posing like film stars. The event design brought photographers, fashion cognoscenti, and high security to represent prestige. Even the staging, with portraits by Catherine Opie, upheld Demna’s intention to merge high art and brand lore.

Brand Strategy & Market Context

Gucci is part of Kering, which has seen sales drop recently. In 2025, Gucci reported a steep decline in revenue, impacting Kering’s overall turnover. At the same time, there was leadership change: Gucci’s CEO Stefano Cantino exited, Francesca Bellettini rose to take over. Meanwhile, Kering has been adjusting its leadership under Luca de Meo. Thus, Demna’s debut arrives at both a creative and corporate inflection point.

The Aesthetic: Archetipo, Incazzata & Italian Elegance

Demna introduces “archetypes of Gucciness” through characters like La Contessa, Sciura, Primadonna, La Mecenate. One standout piece was a gown with Flora motif, worn outdoors in Milan’s piazza. The opening scene in *The Tiger* shows Moore in a ’60s-style red coat, a nod to classic silhouettes. Meanwhile, the trunk called L’Archetipo recalls Gucci’s origins in trunk-making. Each look layers reference with modern tailoring.

Personal Reflections

Demna says he grew up watching Gucci through the Tom Ford era. He describes Gucci not just as a brand, but as a cultural movement built by many creative hands. He aims to “go back to the future by way of the past,” he says. Also, Demna will split his working life between Milan and Los Angeles while preparing a full runway show in February.

First Impressions & Audience Reception

While it was not yet a full runway show, the event generated excitement. Many praised the way heritage was honoured without feeling tired. Others noted the wit and theatricality of *The Tiger* and the way the capsule balanced iconic Gucci signifiers with youthful reinvention. In industry circles, the event is seen as a strong opening for Demna’s stewardship over Gucci.

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