

Demna Debuts Co-Ed Collection at Gucci During Milan Fashion Week

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Demna Makes Gucci Debut With Co-Ed Collection at Milan Fashion Week

Milan, Italy – Georgian designer **Demna** unveiled his first collection for **Gucci** this Tuesday at Milan Fashion Week, presenting a **co-ed line** through a cinematic experience rather than a traditional runway.

The 44-year-old designer, who took the helm at Gucci in July after a decade at **Balenciaga**, opted for a film titled *The Tiger*, directed by **Spike Jonze** and **Halina Reijn**, starring **Demi Moore**, **Edward Norton**, and other notable actors. The film, *La Familia*, satirically portrays typical Italian family archetypes — the diva, the influencer, the narcissist, and the “daddy’s boy” — reflecting Gucci’s diverse clientele.

A Collection That Blends Party Glamour With Gucci Heritage

Demna’s debut collection features:

- **Thigh-baring faux fur coats**
- **Sheer waistcoats and miniskirts**
- **Party dresses with bold silhouettes**
- Classic Gucci accessories
- Subtle nods to **Tom Ford’s iconic era** at the house

“For me, all these archetypes represent the Gucci crowd and the future Gucci customers,” Demna told *WWD*. “Everyone will be able to find something in the collection that suits them.”

The collection will be available in **ten stores worldwide** from **September 25 to October 12**, offering a glimpse into the future direction of the storied brand.

From Balenciaga to Gucci: Demna’s Provocative Vision

At **Balenciaga**, Demna became known for provocative, headline-making designs that boosted sales. Highlights include the \$2,000 “Ikea” leather bag and a \$1,800 bin bag created in solidarity with Ukrainian refugees.

The designer’s background — fleeing **Abkhazia, Georgia**, as a child due to war — has influenced his bold and often socially conscious approach to fashion. His debut at Gucci signals a **blend of theatrical storytelling, cultural commentary, and contemporary luxury** that could redefine the brand’s future.

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