

Gucci Resets With Demna's Debut: La Famiglia Co-Ed Capsule at Milan Fashion Week

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Gucci Wipes the Slate Clean: Demna Debuts *La Famiglia* at Milan Fashion Week

Milan, Italy – Gucci has officially reset its creative narrative. Under the helm of **artistic director Demna**, the Florentine fashion house unveiled **La Famiglia**, a capsule co-ed collection, not on the runway but through a short film, *The Tiger*, directed by **Spike Jonze** and **Halina Reijn**, starring **Demi Moore**, **Kendall Jenner**, and Edward Norton.

This bold debut coincides with Gucci erasing its social media presence, signaling a **clean slate** and a sharper, more urgent approach to the brand's identity.

A Narrative of Italian Archetypes

The film follows **Barbara Gucci**, played by Demi Moore, as she juggles her family, business, and a special birthday guest. The characters, tongue-in-cheek named La Star, La Contessa, and Miss Aperitivo, embody playful Italian stereotypes, while Gucci staples—**Flora prints, horsebits, and double-G logos**—are preserved and reinterpreted through a contemporary, ironic lens.

Kendall Jenner appears in a silver cocktail dress, delighting in its fit, while Moore commands attention in a Flora-print gown and sharp red coat dress. As the night unfolds, the carefully constructed façades of family and brand alike begin to wobble—a subtle nod to Gucci's own recent turbulence.

A Creative Reset Amid Commercial Pressure

The timing of *La Famiglia* comes amid **Kering's challenging financials**. In Q2 2025, Gucci revenue fell **25%**, contributing to a **26% drop year-on-year** for the first half. With wholesale sales declining sharply, Gucci is using this capsule strategy to **shorten the runway-to-store cycle**, generate immediate revenue, and rebuild momentum.

Francesca Bellettini, Gucci's newly appointed CEO, now oversees this recalibration alongside Kering CEO Luca de Meo, focusing on **product coherence, cost control, and consumer reconnection**. The collection is being interpreted as "**collection zero**," an early indicator of the brand's future trajectory under new leadership.

Balancing Heritage With Freshness

While Demna reframes Gucci's codes with irony and contemporary energy, he does not erase the house's heritage. Sex appeal, craftsmanship, and signature motifs remain, but with a sharper, commercially aware sensibility. The early store rollout emphasizes **agility**, responding to market pressures and the need to rekindle consumer desire in real time.

The Stakes

Gucci's clarity has waned over previous seasons, with overly eclectic offerings diluting brand identity. The success of *La Famiglia* depends not only on attention and excitement but on its ability to convert into **sales, desirability, and profitability**. With operating margins down nearly nine points to **16%**, and wholesale revenue collapsing, Gucci now relies heavily on direct retail and nimble distribution.

For the fashion industry, Demna's debut may signal **a new chapter for Gucci**—a brand that balances **heritage, surprise, and immediacy**, and one that could reassert itself as a dominant force in luxury.

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