

# 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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