

New Names, New Games: Designer Debuts Defining SS26

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Spring/Summer 2026 is witnessing a transformative wave in luxury fashion, with several renowned houses introducing new creative directors. These appointments are not just changes in leadership but signify a shift in direction, blending heritage with innovation.

Demna at Gucci

After a significant tenure at Balenciaga, Demna's appointment at Gucci marks a pivotal moment in the fashion world. His debut collection, showcased online, pays homage to Tom Ford's era with fur coats and sheer designs, while incorporating elements reminiscent of Alessandro Michele's tenure. This fusion of past influences with Demna's contemporary touch sets the tone for Gucci's new chapter.

Simone Bellotti at Jil Sander

Known for his sharp tailoring and minimalist approach, Simone Bellotti's debut at Jil Sander brings a refined elegance to the brand. His collection emphasizes clean lines and precision, aligning with the house's legacy of understated luxury.

Dario Vitale at Versace

Dario Vitale's appointment at Versace introduces a fresh perspective to the iconic brand. His debut collection, presented in an intimate setting, balances Versace's signature sensuality with modern sophistication. Overall the collection's debut was highlighted by Julia Roberts wearing one of his designs at the Venice Film Festival.

Louise Trotter at Bottega Veneta

Stepping into Bottega Veneta, Louise Trotter brings her expertise in craftsmanship and design. Her upcoming collection is anticipated to showcase the brand's commitment to quality while introducing innovative ready-to-wear pieces.

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