

# WWD

Fashion. Beauty. Business.



## Feeling Sexy

And passionate, and fun, and energetic. Those were the emotions Demna wanted to spark with his first Gucci fashion show – and he delivered and then some, with a go-for-it, 83-look collection that showed his design range. As he said, "Feeling attractive, seductive – it's part of human nature and I want to put it out there. It's something we need." Who can argue?

*For more on Milan Fashion Week, see pages 10 to 20.*

PHOTOGRAPH BY ADAM KATZ SINDING