



Aiming to telegraph the "Gucciness" of Gucci, Demna created a series of characters who are part of "La Famiglia," each with their own personality and attitude, and the archetypes that include the monogrammed travel trunk seen here in the exclusive WWD shoot, underscoring how founder Guccio Gucci began the company as a luggage-maker. For more on Demna's creative vision for the brand and the symbolic narratives shaping his first collection, see pages 10 and 11.

PHOTOGRAPH BY ADAM KATZ SINDING