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Demna at Gucci

THE NEW TASTEMAKERS

BY VANESSA FRIEDMAN

Eyebrows were raised when the mononymic Demna, 44, announced that after a decade, he was leaving Balenciaga, the fashion house he had taken from ivory tower elegance to pop culture phenomenon, to try a turnaround at Gucci.

The Georgian-born designer, who will split his time between Los Angeles and Milan, now has to prove he can achieve the rare feat of reinventing himself and his (new) house, not merely repeat himself. Fans like Kim Kardashian, Nicole Kidman and Michelle Yeoh will be watching.

MY FAVORITE:

PIECE OF ART I have not seen one yet.

COLOGNE Gucci Envy

BOOK STORE Idea Books, London

ISLAND Love Island

STATIONERY From Sunset Tower in Holly-

wood

ICE CREAM FLAVOR Vanilla

PEN BIC

BED LINEN White and starched

PIZZA Margherita, especially if in Naples

DINNER PARTY MAIN COURSE No idea

COCKTAIL FOR A PARTY AT HOME Manhattan

COCKTAIL TO ORDER AT A BAR Same

SHAMPOO Head & Shoulders

CAR 1980 Black Lincoln Continental

MUSIC FOR WORKING OUT TO I listen to political podcasts when I work out.

FLOWERS FOR SAYING THANK YOU Pink peonies

JOKE I don't really know any jokes.

EITHER/OR

LINEN OR SILK Silk

TEXT OR VOICE NOTES Text

FOR A DINNER PARTY, CATERED OR HOME-

COOKED Home-cooked by someone else.

TRUTH OR DARE Dare, even though truth is very tempting.

REGULAR WATCH OR SMARTWATCH I don't like watches.

HOTEL OR AIRBNB Hotel

ICEBERG OR ARUGULA Arugula, I guess.

COFFEE OR MATCHA Coffee

SPARKLING OR FLAT WATER Definitely flat

GUM OR MINTS Mints

CREMATED OR BURIED Who cares?

ORCHIDS OR CACTI None of the two

PISTACHIOS OR ALMONDS Cashews

FILL IN THE BLANK

I FEEL BEST WEARING My own clothes.

THE FIRST THING I LOOK AT IN ANOTHER PERSON'S OUTFIT IS Colors

I SKIMP ON WHEN BUYING I don't skimp on much.

I SPLURGE ON Books and antique porcelain

I AM NEVER CAUGHT WEARING Something I have not designed

I WILL NEVER LET GO OF My wedding ring



FETERICO SORRENTINO FOR THE NEW YORK TIMES

Demna, photographed at his former home in Paris.