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# emna at Gucci

#### THE NEW TASTEMAKERS

BY VANESSA FRIEDMAN

Eyebrows were raised when the 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 HollyICE CREAM FLAVOR Vanilla PEN BIC

BED LINEN White and starched mononymic Demna, 44, announced that 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

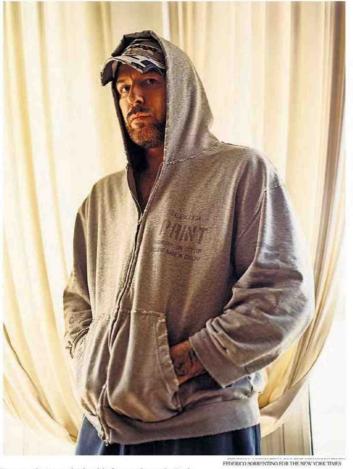
I FEEL BEST WEARING My own clothes. THE FIRST THING I LOOK AT IN ANOTHER PER-SON'S OUTFIT IS Colors

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 Item

I WILL NEVER LET GO OF My wedding ring



Demna, photographed at his former home in Paris.