

# Fashion Scoops



A teaser for the Gucci Design Ancora project.

## Gucci's Design Project

After the Gucci Ancora fashion collections, the Italian brand's creative director Sabato De Sarno is planning a project called Design Ancora that will be unveiled – fittingly – during Milan's Design Week. It will be staged at Gucci's Via Montenapoleone flagship and run April 15 to 21, concurrently with the city's international furniture and design trade show Salone del Mobile.

Design Ancora will showcase a special edition of five objects "from a bygone era that are symbols of Italianity, and even more so of Milananness, with the intention of representing contemporaneity through the interpretation of their iconicity," stated Gucci, without disclosing additional details. "The golden age of Italian design has contributed to broadcast worldwide the Italian mastery, across craftsmanship and serial reproduction."

Architect Guillermo Santamà will contribute to the project by designing the space to present the products. These will be available for purchase on Gucci's website.

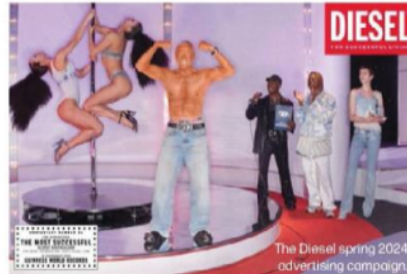
De Sarno has paid tribute to Italian creativity and design through Gucci's renovated flagship in Milan's Via Montenapoleone, unveiled in December.

In the flagship, Italian furniture design pieces include Cassina's "Utrecht"

armchair by Gerrit Thomas Rietveld; the "Maralunga" sofa by Vico Magistretti for Cassina's Maestri Collection; the "La Bambola" armchair by Mario Bellini, and "Tufty-Time" sofa system by Patricia Urquiola for B&B Italia; the "Rod" seat by Piero Lissoni for Living Divani, and the "Gladstone" table by Rodolfo Dordoni for Minotti.

De Sarno is an art collector and his passion for the arts is telegraphed throughout the store, which is rendered unique by the selection of modern and contemporary works by both midcareer and established artists and chosen by curator Truls Blaasmo. Reinforcing the connection to the city, the boutique displays works from Milanese masters such as Lucio Fontana, Getulio Alviani, Liliana Moro and Franco Mazzucchelli, along with works from international artists such as Nathalie Provosty, Jaime Poblete, François Durel, Michael Rey, Herbert Hamak, Adji Dieye and Augustas Serapinas, among others.

Over the years De Sarno has become a collector of archival fashion pieces, in addition to contemporary art works. Marking the unveiling of his fashion collections, the designer conceived his "Gucci Prospettive" series of books. For example, Stefano Collicelli Cagol, director of the Luigi Pecci Center for Contemporary Art in Prato, interpreted the vision for De Sarno's first chapter, named "Milano Ancora." The series aims to



celebrate Milan with its art works, literature excerpts, music, cinema and fashion, narrating fragments of the city's cultural and artistic history from the post-war period to the present day. — LUISA ZARGANI

## Successful Cast

Diesel enlisted a special cast for its spring 2024 campaign, set to be released Tuesday. Continuing the partnership with Guinness World Records, the denim brand tapped a pool of real GWR title holders, personally chosen by creative director Glenn Martens, to front the images, which ironically nod to TV talent competitions.

In the campaign envisioned by Martens with art director Christopher Simmonds and photographed by Johnny Dufort, as well as in the short video flanking the images, the contestants—slush models encompass different demographics and unusual, irreverent talents. The move mirrors the democratic and inclusive approach embedded in Diesel's DNA and further propelled by Martens through his collections, show formats and communication since joining the company in 2020.

Contestants range from 91-year-old Jim Arrington, the oldest male bodybuilder, seen posing with a bare torso and Diesel underwear peeking from denim pants, to Aristotelis Valaoritis, GWR title holder for most wine glasses balanced on the head, portrayed during a demonstration of his skills.

Liberty Barros, who holds multiple flexibility records, including most chest to floor backbends in 30 seconds, appears in a stretchy pose on a table, eliciting the mixed reactions of a panel of judges, while Chanel Tapper, female holder of the GWR title for the longest tongue, is crowned by the imaginary TV show's host with a

sparkly tiara.

Other talents featured in the pictures include Rolf Buchholz, who holds the record for the most modifications on a male body; Mariam Olayiwola, holding several hula hooping records, including longest duration while spinning 30 hoops simultaneously; and Dalibor Jablanovic, whose record for the most spoons balanced on the face is displayed in a close-up image to highlight the brand's watch.

In addition to the ready-to-wear collection, the campaign spotlights the wide assortment of Diesel accessories, encompassing bags, footwear, chain jewelry and sunglasses developed in collaboration with EssilorLuxottica.

This is not the first group – nor playful – campaign released by the brand. As reported, last year Diesel offered a denim-clad and irreverent take on the "Where's Waldo?" series by involving models and hundreds of its staff members in the fall 2023 ads, which were staged at its headquarters in Breganze, Italy. The images included a cameo by Renzo Rosso, founder of the brand and parent company OTB. — SANDRA SALIBIAN

and Swan.

Burberry is doubling down on its projects with the launch of new faces and edits. Last week, the brand named Irish actor Barry Keoghan as its latest brand ambassador. In an image released by the brand, the actor is wearing a black trenchcoat.

The "Saltburn" star attended Lee's fall 2024 show held in Victoria Park in East London in February.

"I've been a fan of Burberry for many years now. It's such an iconic heritage brand with innovation at its heart, and a commitment to supporting arts and culture. I'm very excited to be a part of this next chapter," the actor said.

Keoghan attended the 2023 Met Gala, which honored the legendary Karl Lagerfeld, wearing a Burberry blue tartan suit with a matching blue rose in the pocket of his double-breasted blazer.

The brand has also introduced Burberry Classics, adding a new colorway to its sand-hued house checks with the introduction of a lichen, or muted ash green.

The famed pattern is being applied to swimwear, nylon jackets, cotton twill shirtdresses and tailored shirts with subtle displays of the equestrian knight design from 1901. The campaign images for the collection featured models Iris Law and Quinn Kirwan.

The Burberry Classics line is part of the ReBurberry program,

the British luxury brand's commitment to responsibility and circularity with a focus on three key pillars: product, packaging and services. — HIKMAT MOHAMMED

## Media Man

Macy's Inc. has appointed Michael Krans vice president, Macy's Media Network, which is a relatively new source of revenue for the company and its Macy's and Bloomingdale's divisions.

In this role, Krans oversees the company's in-house media publisher dedicated to connecting advertising partners with Macy's and Bloomingdale's loyal customers. It's a strategy geared to leveraging data from the loyalty program, enhancing personalization efforts, providing additional insights and data to brand partners and raising their profiles.

Last year Macy's Media Network accounted for \$155 million in sales, or 0.7 percent of total sales of \$23.1 billion. In 2022, Macy's Media Network generated \$144 million.

Macy's established its media network in 2020. Target and Walmart also have media networks and most recently Saks established its own media network.

Krans succeeds Melanie Zimmermann and reports to Max Magni, chief customer and digital officer for Macy's Inc.

"Michael takes the ▶



Burberry's summer campaign.

## Where the Sun Shines

Britain isn't particularly synonymous with warm or bright weather, so for the brand's summer 2024 campaign, Daniel Lee has ventured out to the sunny island of Jamaica with his friends.

Photographer and filmmaker Tyrone Lebon shot the campaign with models who include Karen Elson, Sang Woo Kim, Taylor Gordon Bruce, Finley Prentice and more.

The campaign features the brand's signature trenchcoats in lighter fabrics; prints of English garden flowers and summer fruits, and new bags, such as the Horn

# WWD

Fashion. Beauty. Business.

## Moda's Move

As the woes mount among pure-play luxury fashion e-tailers, Moda Operandi is seeking additional capital to push to profitability.

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## Mango's Big Target

Mango's sales leaped 20 percent in 2023 and the retailer unveiled an aggressive expansion plan aiming for revenues of 4 billion euros by 2026.

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## Huda Takes Charge

Huda Kattan talks about returning to the driver's seat of her beauty brand — and her plans to get it back on the growth track.

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# Winner of the Night

She may not have walked away with an Oscar statuette for best actress Sunday night, but Carey Mulligan wins the WWD trophy for standout look of Academy Awards night in this Balenciaga strapless gown with a white tulle train. It even uniquely ties back to her role in "Maestro," being a re-creation of an archival one the house created in 1951, the same year Felicia Montealegre, who Mulligan plays in the film, married legendary conductor Leonard Bernstein. *For more on the fashions and beauty looks from the night, see pages 4 to 14.*

PHOTOGRAPH BY LEXIE MORELAND

