

APPAREL AND ACCESSORIES

Gucci: La Famiglia' asserts vision for next chapter

January 9, 2026



The spring/summer 2026 Gucci collection drops on Jan. 8, available globally online and through Gucci boutiques. Image courtesy of Gucci

By AMIRAH KEATON

Italian fashion label Gucci's latest ready-to-wear release preludes its creative director's impending runway debut.

"Gucci: La Famiglia" titles the maison's spring/summer 2026 campaign, lensed by American fine art photographer Catherine Opie and characterized by a cast of distinct personas. Featuring a collection designed with heritage in mind and launched globally this month, "La Famiglia" explores a broader narrative of identity and "Gucciness," a term used to describe the shared aesthetic language.

Gucci presents "La Famiglia"

A theatrical ensemble fronts the new campaign, which unfolds as a series of portraits ([see story](#)). The outfits each subject wears set members of the "extended Gucci family" apart.

Viewers are invited to interpret the garments as extensions of each character's personality. Figures such as Incazzata in a 1960s-inspired crimson coat and Gallerista with the re-proportioned Bamboo 1947 bag, or Direttore and Principino, who rock tailored menswear looks, embody individual style archetypes.

INCAZZATA

Gucci "La Famiglia" is now available in stores and <https://t.co/dS1tW5dDtF>

[#GucciLaFamiglia pic.twitter.com/PfousN2e4D](https://twitter.com/PfousN2e4D)

[gucci \(@gucci\)](#) January 8, 2026

A short, cinematic campaign video reunites the group, setting clothing into motion. As "Guarda che Luna," written by Italian composer Gualtiero Malgoni, plays, a lateral camera pan reveals "La Famiglia" in its entirety.

The models collectively emanate an energy defined by Italian opulence, their modern wardrobes incorporating various codes and emblems, such as the GG monogram and Gucci Horsebit.

The house enters a new era under the artistic direction of Demna

Heritage-inspired details woven throughout the collection act as visual signifiers of the 105-year-old luxury house's greatest hits as it enters a new era under the artistic direction of Georgian fashion designer Demna Gvasalia, now known simply as "Demna."

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Extending the narrative

"Gucci: La Famiglia" follows the launch of a short film that featured the same collection, released last year.

In place of a Milan Fashion Week presentation, Gucci premiered *The Tiger*, directed by American director Spike Jonze and Dutch director Halina Reijn, in September. The 30-minute movie starred American actress Demi Moore, with cameos from a range of talent, including Edward Norton, Ed Harris, Elliot Page, Keke Palmer, Alia Shawkat, Julianne Nicholson, Heather Lawless, Ronny Chieng, Kendall Jenner, and Alex Consani ([see story](#)).

The updates see Gucci substituting marketing narratives with one-off themes for a multidimensional brand universe carried from season to season.



"Gucci: La Famiglia" invites viewers to interpret garments as extensions of each character's personality. Image courtesy of Gucci

The "La Famiglia" campaign exemplifies this approach to storytelling, referencing the past Demna also browsed the archives for "Gucci Generation," the maison's most recent pre-fall collection, presented as a lookbook ([see story](#)) while hinting at the house's future trajectory.