# Demna Gvasalia appointed as Gucci's new creative director



Demna Gvasalia, known simply as Demna, has been appointed as the new creative director at Gucci, officially taking up the role in July. This announcement, made on social media and confirmed by the Italian luxury fashion house and its parent company Kering, follows a period of uncertainty for Gucci, which has been struggling under declining sales figures.

Stefano Cantino, Gucci's CEO, and Francesca Bellettini, Kering's deputy CEO, expressed confidence in the decision to bring Demna on board, declaring him the only choice for the firm. "Demna is one of the best creative designers to interpret the contemporary culture," Cantino stated, highlighting the designer's strong background in modern luxury. Bellettini echoed this sentiment, stating that Gucci performs best when creativity and artistic vision are at the forefront.

Demna has a history of success as the creative director of Balenciaga for the past decade, where he gained recognition for merging high fashion with streetwear and achieving commercial success. Notably, his designs included the platform Triple S sneaker and the sock-footed Speed trainer, both of which garnered significant attention and sales. However, his tenure at Balenciaga was also marred by controversy, particularly in late 2022 when an advertising campaign that included inappropriate imagery of children faced widespread condemnation.

This controversy has not overshadowed Demna's appointment, although reactions on social media post-announcement have been mixed. While some commenters voiced apprehension about his track record, others expressed optimism about his potential impact on Gucci's future direction. Demna was quick to share his excitement about his new position, stating, “It is an honour to contribute to a house that I deeply respect and have long admired."

Gucci's performance has necessitated this bold change, particularly as the brand has seen its sales drop considerably, with reported figures showing a 21 per cent decline in revenues to €7.7 billion between 2023 and 2024, as well as a 51 per cent decrease in operating income to €1.6 billion. The previous creative lead, Sabato De Sarno, departed after only two years in charge, leaving Gucci in search of a new artistic vision to help reignite consumer interest.

Analysts have pointed out the need for a more impactful creative director to help navigate Gucci through its current challenges. Luca Solca, a senior analyst at Bernstein, noted that the brand had appeared "too bland" under De Sarno's leadership, emphasising the importance of having a "heavyweight creative director" at the helm.

Demna now enters a prestigious but critical role at a brand once celebrated for its innovative and lavish designs under his predecessor, Alessandro Michele, whose tenure saw the brand's revenues triple. However, Michele's more minimalist style failed to sustain excitement in the market, leading to a rapid decline in both creativity and sales.

As Gucci looks to revitalise its brand image and financial performance, the industry will be observing closely how Demna's unique approach and experiences will influence the creative direction of the esteemed fashion house.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.harpersbazaar.com/uk/fashion/fashion-news/a64176495/demna-gucci/> - This article confirms Demna's appointment as Gucci's new creative director and highlights his background in modern luxury, as well as the challenges Gucci has faced under previous leadership.
* <https://www.kering.com/en/news/demna-appointed-artistic-director-of-gucci/> - Kering's official announcement of Demna's appointment as Gucci's Artistic Director, emphasizing his creative power and influence in the fashion industry.
* <https://www.voguebusiness.com/fashion/gucci-sabato-de-sarno-leaves> - This article discusses Sabato De Sarno's departure from Gucci and the brand's need for a new creative direction, setting the stage for Demna's appointment.
* <https://www.bloomberg.com/news/articles/2023-08-04/gucci-s-sales-decline-as-kering-seeks-turnaround> - Reports on Gucci's declining sales figures and the need for a turnaround strategy, which Demna's appointment aims to address.
* <https://www.businessoffashion.com/articles/news-analysis/gucci-sabato-de-sarno-exit> - Analyzes the impact of Sabato De Sarno's exit on Gucci and the expectations for a new creative director to revitalize the brand.
* <https://www.reuters.com/business/retail-consumer/gucci-names-demna-new-creative-director-2025-03-13/> - Reuters' coverage of Demna's appointment, providing details on his background and the strategic move by Gucci to enhance its creative direction.
* <https://www.ft.com/content/10838d2d-6564-498a-8487-097c76f907e0> - Please view link - unable to able to access data