

SEPTEMBER 21, 2016

## MILAN FASHION WEEK GUCCI - RTW SPRING/SUMMER 2017

I honestly, truly (in my best Joanne the Scammer impression) believe that my invitation to Gucci's Spring/Summer 2017 fashion show was lost in the mail. I mean... it's quite possible for it to take a detour from Milan, Italy to Chicago, USA, right? While I wait patiently for the doorbell to announce my much-anticipated special delivery, I indulge in the magic of fashion right at my own computer. Embracing the spirit of spring, I put on my pale pink cat-eye sunnies from Zara (for dramatic effect) and apply my Make Up For Ever Rouge Artist Intense lipstick #40. I settle in front of the computer feeling as if I am sitting front row next to Anna Wintour herself.

YOUTUBE is my go-to source; FataleFashion III is the channel.

FataleFashion III has proven to be the best channel on YouTube, keeping me up to date on all fashion shows during fashion month (including haute couture and men's fashion week). Today marks the beginning of Milan Fashion Week (or MFW), and Gucci is already the standout. After last season's Fall/Winter 2016 collection, I anticipated another jaw-dropping experience! This season and last season's collections certainly stray from the "usual Gucci look." The brand ultimately features sexy and ultra-feminine silhouettes. This had me thinking... there had to be a new (possibly younger) designer who was granted complete creative freedom. After doing research on [vogue.com](http://vogue.com), I was shocked to uncover that at the beginning of 2015, Alessandro Michele was appointed creative director after Frida Giannini left the company abruptly in January of 2015.



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[VOGUE.COM](http://VOGUE.COM)

## The Dawn of a New Gucci Era

The new era of Gucci has been summoned! In my opinion, this is the most imaginative fashion production Gucci has ever done. Let's just start with the set alone! The music was hauntingly beautiful with poetry from something out of a fairytale book. Picture string instruments, church bells, and Eastern drum influences. The room is lit to a dark red, looking a la bit dreamlike, with flashes of light like a thunderstorm. There are mirrored sequins hanging from the ceiling, and on the floor are carpeted stripes and stars. Cue the models and the spotlight! One by one, sequined skirts, lined jackets, polka dot pants, and embroidered dresses flood the runway. Brightly colored fur coats and metallic gowns eventually made their grand entrance.

The collection is somewhat vintage, offering a nostalgic glimpse into the fashion eras of the 70s and 80s. Several looks have mismatched pieces, and none of the 72 looks as a whole look cohesive. But in this case, the mismatched prints work; sequins with florals, metallic stripes with florals. You can wear these pieces separately, or if you're brave—wear them all together.

Next are the accessories! Head scarves, crazy hats, large sunnies, crystal bracelets, and one-of-a-kind bags that are way more abstract than the Gucci classics. To top it all off, there was a platform bootie that looked like a sandal, plus embroidery on a dress that said "cemetery." Who dreams up such ideas? Only a true, madly creative, artistic GENIUS! This has to be one of the most inspiring collections out of New York Fashion Week, London Fashion Week, and the first day of Milan Fashion Week (with Paris Fashion Week yet to come). Alessandro has truly outdone himself, and as the fashion enthusiast, I would wear EVERY...SINGLE...PIECE. Job well done, Gucci! Or as the Italians say... Bravol



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