

REPORT

GLAMOUR

GLAMOUR

MEET THE ICONOCLASTS WHO ARE REDEFINING WHAT IT MEANS TO BE CHIC WITH AN INDEPENDENT SPIRIT.

Beyonce in the opening scene of *Formation*. Lady Gaga at the Super Bowl. Two of the most high-profile, instantly viral pop culture moments of the year (so far), and both times, the superstars chose to be decked out in Gucci: a Spring 2016 red-and-white blouse-and-skirt combo for Queen Bey, and a custom red lurex double-lapel suit with platform heels for Lady G. And with that one-two punch, Alessandro Michele irrevocably sealed his status as fashion's newest ringmaster. If it wasn't clear before, there's no doubting it now – where this creative director leads, the rest of the world dutifully follows.

Since taking over the reins at Gucci in January 2015, the 43-year-old has thrust the fabled Italian heritage label firmly back into the heart of all cultural conversations, masterfully reviving it as the zeitgeist-defining powerhouse it was under Tom Ford's watchful eye. How did he do it? Step into the Gucci duplex boutique at The Shoppes at Marina Bay Sands, and the answer is evident everywhere you turn: Whether he opts to line backless loafers with fur or affix pussy bows onto tops for both men and women (in turn heralding the dawn of a gender-neutral era for the label), fashion lovers can't get enough of his eclectic, creative vision. In defiantly rejecting the seasons-long reign of clean lines and restraint, and upending the brand's long-held sex-is-money rhetoric, he has emerged as the unexpected MVP

of the fashion world; a madcap yet magical genius for modern-day sartorial magpies. In less than two years, he has scooped up the International Designer of the Year prize at last year's British Fashion Awards, and landed countless red-carpet coups (Dakota Johnson, Lupita Nyong'o, Elle Fanning, Alexa Chung, Tina Leung ... the A-list goes on).

Gucci's reinvigoration by way of Alessandro Michele might have surprised many, but quirky, irreverent eccentricity is reminiscent of the ways of another Italian creative visionary; one who has long been challenging the sartorial status quo with her two namesake labels. This season, Miuccia Prada continues to wave the flag for subversive style, encouraging us to march to the beat of our own drum with collections that allow for maximum mixing and matching. On the Prada runways, larger-than-life baubles adorned models' ears and shoes, alongside a veritable smorgasbord of graphic prints and colours on classic, ladylike silhouettes. At Miu Miu, the same siren call of individuality rang loud and clear with mismatched ankle-tie flats, raccoon tails attached to seemingly everything, and organza overlays atop both vest-and-pencil-skirt, and shirt-and-knickers ensembles, all of which are available at the Prada triplex and Miu Miu duplex boutiques at The Shoppes in Marina Bay Sands.

Whichever fashion tribe you consider yourself part of, the message from Mrs Prada and Mr Michele is clear: wear what you want, however you want – and remember to break all the rules while you're at it.

***Wear what you want,
however you want
– and remember to
break all the rules
while you're at it.***



Post-show Photo Courtesy of Kevin Tachman

Gucci's creative director Alessandro Michele with actress Dakota Johnson



Gucci
It's a bohemian rhapsody backstage at Gucci.



Miu Miu



Prada

Miu Miu & Prada
Miuccia Prada's sheer irreverent genius on full display