

# THE INSIDER



Giannini (second from right) gets cozy with models at the **GUCCI SPRING 2007** show.

fragrances; on women, they're unique. When I was a teenager, I wore my father's Boucheron Pour Homme [with verbena and coriander]. Later, it was [bergamot- and sandalwood-tinged] Quercus from Penhaligon's.

**During the day, the Gucci woman is all business.**

**What's her makeup like?**

Just a little foundation, black mascara—which is quite important, because it gives your eyes more intensity—blush, and clear lip gloss.

**What about her hair?**

I'm a maniac about that, because I think women with good, clean hair look healthy and well-groomed.

**So what do you use?**

The Kérastase Nutritive range. I need products that help reconstruct hair and make it strong. Mine is a little curly, and I want it straight. Plus, I color it a lot; I like change, and hair gives you that feeling quickly.

**Do you have an example?**

If there's a period when I'm wearing a lot of black dresses, I feel I need to be lighter, blonder. After six months of seeing the same self in the mirror, I get bored. When I started at Gucci, my hair was black.

**When you reach that point, do you alter your makeup?**

No, only my hair. For me, it's fundamental.

**What's your beauty remedy for preshow all-nighters?**

Sisle'ya Eye cream: It provides an immediate sensation of lift around your eyes. When I'm tired, I feel better that they aren't puffy.

**You're always in stilettos. Don't your feet hurt?**

If I stay in high heels from morning until very late at night, yes, they can get a little sore. But with a shower and a good pair of Birkenstocks, you can repair your feet.

**Excuse me, you wear Birkenstocks?**

Yes, but *only* at home. I never go out in them.

## Woman On Top

GUCCI CREATIVE DIRECTOR FRIDA GIANNINI HAS REDEFINED STRONG, SEXY FEMININITY. BUT WHEN SHE RECENTLY DEVELOPED A PERFUME, SHE HAD MEN ON HER MIND. BY MEGAN DEEM

When one of her assistants can't find Frida Giannini, the

visionary engine of the Italian fashion behemoth Gucci, in the company's Florence studio, she tries the local hairdresser. "I'm always at the salon," Giannini says. "I'm obsessed with hair." The Rome native also has a passion for *Breakfast at Tiffany's* and its iconic, free-spirited heroine ("I've seen that film at least 10 times") and is widely adored for her unabashedly feminine designs, such as flowing silk-crepe dresses and peep-toe slingbacks.

It is notable, then, that Giannini didn't go girly when formulating her first perfume, Gucci by Gucci. The dark, smoky eau is built on patchouli but sweetened with guava and tiare flower.

**No rose or lily of the valley for you!**

I've always liked the notes of wood and musk in men's



(From left) **Sisley Sisle'ya Eye and Lip Contour Cream**; **Gucci by Gucci**; "I like the texture of" **Yves Saint Laurent Mascara Volume Infini Curl** in black, Giannini says, and "it's easy to remove"; "When I'm nervous or stressed, my skin gets very dry"—**Murad Perfecting Night Cream** is "not so oily, and is good for my face"; "I can eat and drink while wearing" **Lancôme Juicy Tubes in Pure** "and my lips don't stick together"; after showering, Giannini rubs in **Santa Maria Novella Toning Almond Oil**. "It absorbs quickly. After 10 minutes, I can put on my clothes and not worry about the oil damaging them."