



The Italian
Cultural Society
of Washington D.C.

SARA GAY FORDEN

in conversation with Robin Givhan

presents her non-fiction book

"The House of Gucci: A Sensational Story of Murder, Madness, Glamour, and Greed"



**Sunday
June 7th**

**at 3PM
online on Zoom**



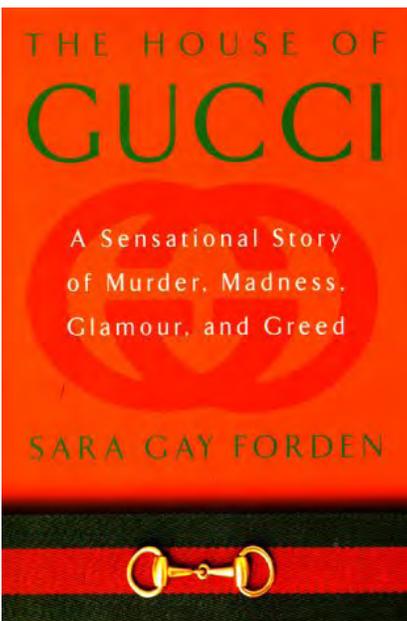
Named one of the best books of the year by the Economist, House Of Gucci tells the remarkable story of the power of the Gucci Dynasty and their famed luxury goods house. While the business was achieving unprecedented success, the family found itself shrouded in personal tragedy.

"The House of Gucci," the racy, fast-paced book written by the journalist Sara Gay Forden reads like a movie script. Subtitled "A Sensational Story of Murder, Madness, Glamour and Greed," Forden's complex story is hard to put down and easy to understand. Making light work of the labyrinthine family and its steamy feuds, she has an eye for picaresque detail and a head for figures. It is both a rollicking saga, what the Italian newspaper La Repubblica dubbed "a new authentically Italian 'Dynasty,'" and a study of brand management.- Suzy Menkes review in the International Herald Tribune

Lady Gaga will star in a movie based on the book directed by Ridley Scott. Gaga will play Maurizio Gucci's ex-wife Patrizia Reggiani, who was convicted of orchestrating his 1995 assassination.

Sara Forden lived in Milano for more than 22 years, during which time she reported for The International Herald Tribune, Women's Wear Daily, Dow Jones and Bloomberg, where she is currently an editor leading a team that covers lobbying in Washington and most recently the rollout of aid to small businesses struggling to survive the pandemic. She published "The House of Gucci," in 2000 with Harper Collins, recounting the family saga behind the story of one of fashion's most powerful brands. Her Italian years started in Bologna in 1986, where she studied for an MA in Economics and International Affairs from the Johns Hopkins University School for Advanced International Studies (SAIS).

Robin Givhan's honest and blunt reflections on the industry brought fashion journalism into a new realm when she became the first fashion writer to receive the Pulitzer Prize for Criticism in 2006. After she worked as a reporter for 7 years at Detroit Free Press, she moved to the San Francisco Chronicle and worked as an editor at Vogue. Since 1995, Givhan contributed on and off at The Washington Post, as fashion editor and fashion critic. Additionally, Givhan covered Michelle Obama during the first year of the administration. Givhan's work has appeared in Harper's Bazaar, Vogue, New York Magazine and the New Yorker, among others. She is the author of "The Battle of Versailles: The Night American Fashion Stumbled into the Spotlight and Made History." She has also contributed to a number of books, including "Michelle: Her First Year as First Lady" and to "Thirty Ways of Looking at Hillary: Reflections by Women Writers."



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