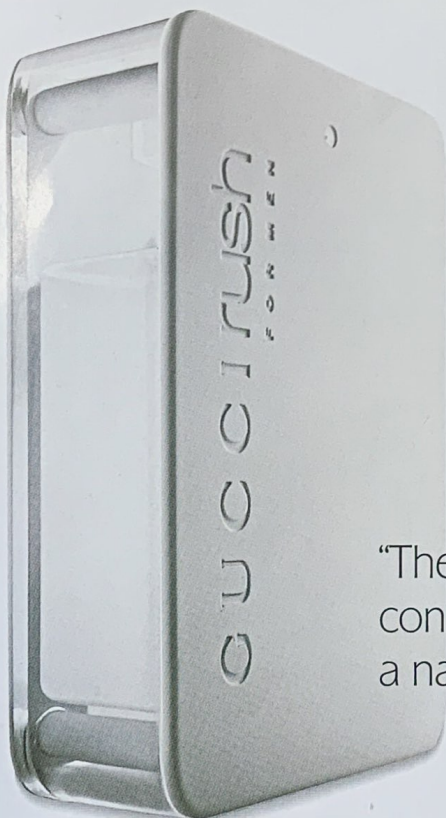


Beautiful people descend on the worldwide launch of Gucci Rush For Men in Milan.

Clare Austin joins in.

Oh,

what a night!



Gucci Rush For Men (\$62-\$89) – exclusively at Takashimaya from September 1 and islandwide from September 15.

The world of fashion can be intoxicating, particularly when you're sitting just yards from Tom Ford, Gucci's genius, creative director with the

filmstar looks.

In Milan, for the unveiling of Gucci's new men's fragrance, he saunters into the press conference at the Four Seasons Hotel to a sharp intake of breath from the assembled reporters. The man is gorgeous. His easy attitude and Texan drawl are in stark contrast to the army of hyper-stressed, black-clad PR girls.

Tom (after 20 minutes of staring at him I feel as if we're on first name terms) tells

"The Gucci Rush man is confident, sexy and a bit of a narcissist."

us all about his latest project, the men's version of the successful Gucci Rush.

Encased in a minimalist, white plastic and metal bottle (inspired by Tom's sparse home), the scent is lighter than the women's Rush, but in true Gucci style, it's rich and sexy. Like its creator.

"The Gucci Rush man is confident, sexy, comfortable with being a bit of a narcissist", says Tom of the scent, but he could just as well be describing himself.

While charming us with intimate details (he sprays scent onto his hands before bed and sleeps with his head resting on them), his assistants give us a sniff from a preview bottle of Rush For Men. It has incense, cypress, patchouli, lavender and musk wood, and isn't overly "masculine". I'm already planning to wear it myself.

Later that night comes the piece de resistance – a party in the Stazione Centrale railway station. The entrance is flanked by the beautiful all dressed in white Gucci.

I hang out by the entrance trying to look as if I go to these things all the time as the likes of Heather Graham, Matthew McConaughey, Dylan McDermott and Tom (and some Tom clones) head up the stairs.

I presume they have all been spirited to a VIP room, but half an hour later, I come face to face with Heather Graham on the dance floor. There's Matthew strutting past in his shades and Dylan walking down the stairs right behind me. Talk about a rush. As Gucci says, "Spike pleasure with madness. Crank it up a few notches. The moment is now." Oh yes.