

MULTICHANNEL

Gucci sparks interest in Jackie Bags with Kate Moss campaign

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Kate Moss for Gucci Jackie Bag

By NANCY BUCKLEY

Italian fashion label Gucci is enlisting model Kate Moss to generate interest in the brand's new Jackie Bags, a collection that gained its name from Jacqueline Kennedy Onassis.

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Luxury Daily

The campaign is debuting on Gucci's social media networks and will be supplemented with a video. Kate Moss' presence and the reemergence of the Jackie Bag will likely create a buzz around the campaign.

"On top of being gorgeous, iconic and one of the most recognizable faces on the planet, Kate Moss is guaranteed to generate column inches for her extracurricular activity once in a while," said Jonathan Black, founder and director of [Black & Black Creative](#), New York.

"She knows what it's like to be followed by paparazzi 24/7 so is a perfect fit for this role," he said.

Mr. Black is not affiliated with Gucci, but agreed to comment as an industry expert.

[Gucci](#) was unable to comment before press deadline.

Famous focus

Ms. Onassis was commonly spotted with a Gucci bag, her namesake for this collection alludes to her loyalty to the brand.

In 2009, the brand reintroduced the bag, and with Kate Moss they are campaigning for the updated handbag.



Facebook post for campaign

The campaign focuses on a video that was created showing Ms. Moss using the bag to protect herself from the paparazzi, a trouble that Ms. Onassis was familiar with.

Ms. Moss is seen with a travel companion, Clement Chabemaud, who assists in protecting her from the cameras of the paparazzi. The film location is an Italian airport and Rome.

Embedded Video: [//www.youtube.com/embed/GB8i-NRP7m0](http://www.youtube.com/embed/GB8i-NRP7m0)

Campaign's film

The film was released through the brand's social media sites, but a digital short version will also appear on television news network CNN. The international edition of CNN will host the campaign online and the digital short will appear on the network's channel. This collaboration will begin on Sept. 15.

Gucci's social media sites are dedicating the entire week to the Jackie Bag.

The Kate Moss influence

The use of celebrities in campaigns grabs the attention of consumers, but the use of a celebrity model can align a brand with others who look to the same person. Other brands have Ms. Moss headlining their campaigns.

For instance, luxury retailers jumped on the bandwagon for the Kate Moss for Topshop collection to reach outside their typical consumer base.

Nordstrom, Net-A-Porter and Galeries Lafayette sold the off-price line and built buzz for weeks on social media and on their Web sites. Even though the collection might not fit with their usual price points, the luxury status of these retailers remained intact as long as it is an isolated promotion ([see story](#)).

Also, British fashion house Burberry brought together British models Kate Moss and Cara Delevingne for the first time to create a campaign for its new women's fragrance.

The My Burberry fragrance is inspired by a London garden after the rain, but manages to

weave the brand's iconic trench coat into the campaign. As the first brand to use both Ms. Moss and Ms. Delevingne together in a campaign, Burberry will likely create a buzz surrounding this new fragrance ([see story](#)).

Iconic women, both models and other celebrities, create a platform for brands.

"[Jacqueline Kennedy Onassis brings] historical context and a number of analogous tie-ins," Mr. Black said.

"Jackie was an style icon of her time and was hounded by paparazzi," he said. "Who can forget Ron Gallella's images of her running away from him in Central Park?"

"Kate is also a style icon of our time and receives the same levels of media attention. Albeit a bit more rock and roll."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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