

APPAREL AND ACCESSORIES

Gucci aims to build online database with imminent debut of Jackie 1961 bag

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The Jackie 1961 bag. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italy's Gucci is trying to build up its email database by linking the imminent debut of its Jackie 1961 bag to offering exclusive early access to My Gucci account members.

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The My Gucci account members will have access to the Jackie 1961 bag through Gucci.com, which is one of the most widely visited ecommerce sites among luxury brands.

Gucci is the flagship brand of French conglomerate Kering.



Looks from the Gucci fall-winter 2020 collection, including Jackie 1961 bag. Image credit: Gucci

Helping hand

The Jackie was first created in 1961, becoming an icon of the 1960s and 70s jetsetter lifestyle.

The style eventually became known as "The Jackie" after being frequently photographed when carried by Jacqueline Kennedy, widow of President John F. Kennedy and Greek shipping tycoon Aristotle Onassis.

Gucci creative director Alessandro Michele, for his fall-winter collection, has redefined the brand's recognizable bag with a genderless attitude and multiple styling options.

The small GG motif Jackie 1961 will be exclusively available on Gucci's Web site, starting July 22, with select leather styles boasting a pre-order option. But first the online shopper has to register for the [My Gucci account](#).



Different looks for the Jackie 1961 bag. Image credit: Gucci

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