

APPAREL AND ACCESSORIES

Christie's, Gucci look back on house history, motifs

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A Christie's specialist discusses the history of Gucci handbags. Image credit: Christie's, Gucci

By KATIE TAMOLA

Auction house Christie's and Italian fashion house Gucci are looking back on some of the label's most iconic styles.

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In a short film, a Christie's handbag specialist examines the evolution of Gucci over the last 100 years and how different years reflected the house's stylistic heritage. The effort looks back on 10 examples of Gucci handbags while promoting the Vault, an online space for consumers to look back on the house's heritage and purchase beloved styles from the past.

"The video offers collectors a look at the history of Gucci through 10 handbags and accessories from the past 100 years of the brand," said Rachel Koffsky, vice president international senior specialist of handbags and accessories at **Christie's**, New York. "The ultimate goal for this vignette is to educate collectors about the rich history of Gucci.

"This video shows that the recognizable motifs which adorn Gucci handbags to this day are rooted in the story of the brand and important historic artifacts from the archive."

Into the vault

The film, hosted by Ms. Koffsky, is set at Christie's Milanese headquarters. She is dressed in an emerald Gucci suit and explains how the house's motifs, patterns and styles have contributed to shaping its heritage and recognizability.

Ms. Koffsky begins with the inception and inspiration of the brand, discussing the founder of the brand, Guccio Gucci, and the lift boy sign. She describes the founder's work as a lift boy at the Savoy Hotel, which ultimately inspired him to create his own iconic luggage.

Christie's and Gucci look back on 100 years of chic heritage with 10 classic examples

As she maneuvers the large luggage in front of her, Ms. Koffsky describes how Mr. Gucci eventually opened his own shop, pointing to the label which illustrates a lift boy holding two pieces of luggage. The inclusion of the lift boy is a delightful nod to the founder's roots.

She explains additional motifs and bags that garnered great attention for Gucci over the past century, including the

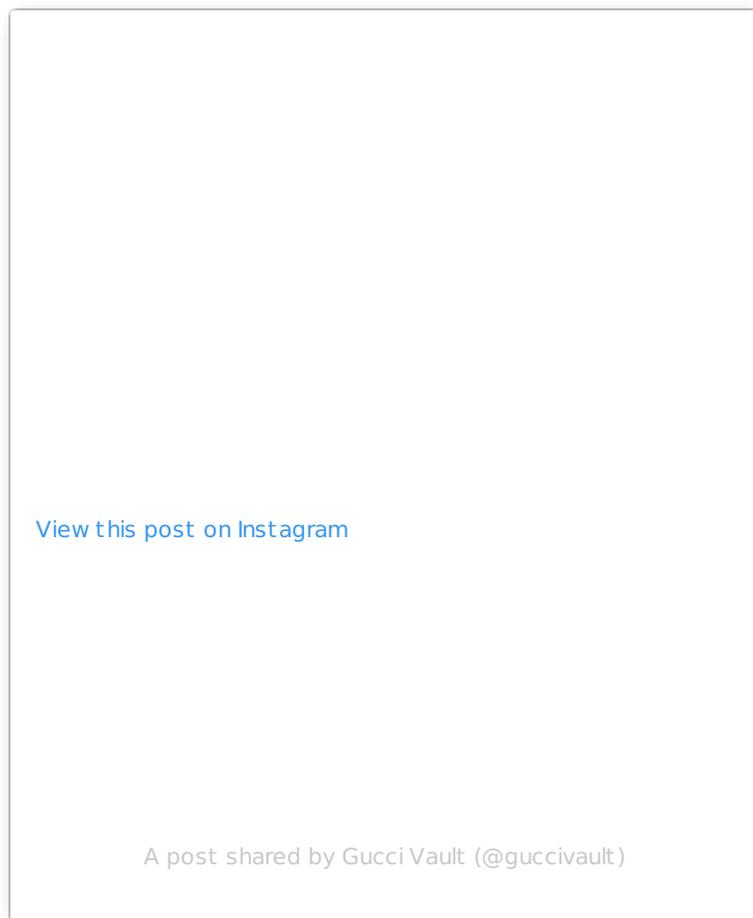
Rinascimento motif.

"Pattern and repetition have always been important elements in the Gucci universe," Ms. Koffsky explains as she presents a suitcase that reflects the aforementioned motif.

With this, the auctioneer discusses how this motif was inspired by Roman elements. Throughout the film, other heritage aspects are explored and mentioned, including Gucci's roots in equine interests.

Ms. Koffsky also discusses the Leonardo print and GG monogram while manipulating the products' features as the shot offers an up-close look at the designs.

Also examined are the Bombe effect, the leather suitcase, Jackie Bag, the Bamboo Bag, clutch with interlocking G and Horsebit. Each example illustrates how the house evolved with the passing decades while maintaining its signature quality and chic style.



The video is whimsical and educational

Several styles are available for purchase on Gucci's **Vault**. The interactive online space also allows consumers to see further examples of Gucci heritage illustrated over the past 100 years.

"Classic luxury is always timeless," said Chris Ramey, CEO of Affluent Insights, Palm Beach. "Vault Gucci demonstrates it."

Looking back, focused forward

With such an illustrious history, it is no wonder that Gucci implements its key heritage and historic themes into its marketing.

Last December, Gucci tapped into its equestrian roots and expressive ethos in a new film for the Aria collection.

The latest sensual spot starred K-pop boy band EXO member Kai and showcases items from the collection while maintaining the cinematic and dramatic aura often tapped for Aria short films. Capped with a surreal and fantastical landscape, Gucci invited consumers to be a part of its dreamy, expressive world featuring familiar tropes ([see story](#)).

While valuing the past, Gucci has also prioritized the future, carving a space for itself on the popular short-form video platform TikTok.

Last year, as younger consumers increasingly entered luxury through gateway purchases, Gucci nail polish became a widely popular item on TikTok through the #TikTokMadeMeBuyIt trend ([see story](#)).

Gucci also jumped on a trend that TikTok user Morgan Presley started, #GucciModelChallenge, where she describes elements commonly found in the brand's editorial ads while donning whatever she had in her closet that best matched the narrative ([see story](#)). Today, the tag has more than 277 million views.

The house continues to produce meaningful and inviting content, whether it is a campaign or historical analysis on Youtube, a TikTok challenge or celebrity partnership.

"We are thrilled to present interesting details about the history of Gucci and Gucci handbags in a video format," Christie's Ms. Koffsky said. "The featured pieces are colorful, dynamic, wearable works of art.

"It is much more interesting and informative to see the handbags from multiple angles, to see how the light reflects off the hardware, and the scale of the objects," she said. "With video, we are also able to reach clients and collectors on Instagram and YouTube, platforms where many look for entertainment and fashion news with lively and vibrant imagery, we are able to educate while having a bit of fun."

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