

APPAREL AND ACCESSORIES

Gucci celebrates craftsmanship behind reimagined bamboo bag

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Consumers who carry the Gucci Bamboo 1947 bag are carrying a piece of house history. Image credit: Gucci

By KATIE TAMOLA

Italian fashion house Gucci is exploring the heart of its craft through a campaign highlighting a collection staple.

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With a palpable hint of whimsy, The Gucci Bamboo 1947 vignette illustrates the thoughtfulness and creativity that the house and its creative director, Alessandro Michele, have put forth to reimagine the archival design. From dancing inanimate objects to human hands sewing meticulously, the vignette reflects Gucci's ethos of marrying its impressive heritage with continued innovation.

"I think this reflects the Gucci ethos as the brand is steeped in its heritage and its craftsmanship," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York

"A number of the items that found on their accessories are iconic and are not included on a whim but are there for a purpose," she said. "Seeing the design aesthetic, the design boards for all the pieces that comprise Gucci Bamboo 1947 it really makes you appreciate what it is that they do."

Inside the leather

Consumers who carry the Gucci Bamboo 1947 bag are carrying a piece of house history.

In 1947, when traditional materials were difficult to find and obtain, Guccio Gucci and the label's artisans elected to utilize bamboo for the handle of a new bag a design choice that would become an iconic symbol in the brand's heritage.

Gucci will always have bamboo in its heart and ethos

The craftsmanship video establishes an immediate playful, yet thoughtful feel, beginning with the bag's leather layout.

The lighthearted theme continues as the film transitions to a lively coming together of a workshop dancing bamboo, opening drawers, specs, tiny spools of thread following the larger and more set to an instrumental soundtrack.

The finished product is spotlighted solitarily on a table before a superimposed #GucciBamboo1947 emerges.

Led by Mr. Michele, the house's archival top handle has been reimagined with detachable leather and web straps, featuring a selection of various colors and sizes. Consumers may choose from classic black, emerald and vibrant sky-blue, among other selections.

A chic ode to the past with a futuristic flair reflected in detachable leather and straps and an array of colorful options, Gucci continues to maintain its timeless core and style, while remaining focused on future innovation.

Gucci loves bamboo

Gucci is one of several labels that enjoy fostering a theme or symbol. For Gucci, one of those symbols is bamboo.



Led by Mr. Michele, the house's archival top handle has been reimagined with detachable leather and web straps, and a collection of assorted colors and sizes. Image credit: Gucci

In February, auction house Christie's and Gucci looked back on some of the label's most iconic styles.

In a short film, Christie's examined 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 included an analysis of the Bamboo Bag, the Jackie Bag, clutch with interlocking G and other designs ([see story](#)).

In the fall of 2021, Gucci marketed its centennial with multiple experiential exhibitions in Kyoto.

The first chapter of the #GucciInKyoto celebration was set in the Kiyomizudera Temple, where the Aria collection was presented through an experiential installation with lights and sound effects that paid homage to nature. The second chapter is Gucci Bamboo House, featuring archival and new Gucci products defined by the bamboo element including the Diana bag ([see story](#)).

The vignette was an imperative celebration of its heritage and a reminder that the label is open to what is new and exciting in the fashion world, while never neglecting its roots.

"The video also allows you to know that regardless of innovations or collaborations that may take place with this signature bag, there are elements that are core to this piece that also speak back to the house at large," Ms. Smith said.

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