

APPAREL AND ACCESSORIES

Gucci issues love letter to New York with 'Blondie'

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The new campaign depicts models at famous New York locations. Image courtesy of Gucci

By NORA HOWE

Italian fashion house Gucci is sharing an ode to the city that never sleeps in a campaign for its newest Blondie handbag and accessory collection.

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Envisioned by creative director Alessandro Michele and art director Christopher Simmonds and captured by Angelo Pennetta, the new campaign unveils chic moments among New York's most recognizable landmarks. The Gucci Blondie collection takes inspiration from archival designs seen in the early 1970s while incorporating contemporary codes in an attempt to foster timelessness.

Blondie in The Big Apple

Gucci Blondie was first unveiled during Gucci's Love Parade on Hollywood Boulevard in Los Angeles last fall, but now it makes its East Coast debut.

The minute-long vignette follows Gucci Love Parade-dressed models through New York's busy streets, atop the Empire State Building, inside Radio City Music hall, in the Guggenheim Museum and more. From hailing cabs to running to catch a show, the film exemplifies the energy of New York.

The documentary-style shots aim to evoke a bygone era of analog photography and portray moments of spontaneity while maintaining Gucci's heritage in each image.

Appropriately selected, Amanda Lear's 1978 hit "Follow Me" serves as the soundtrack as the first two lyrics kicking off the narrative are, "I'm getting out; I'm moving on."

New York steals the show in Gucci's latest Love Parade campaign

The new collection features unique shapes, each defined by a centrally placed, rounded interlocking "G" emblem, first introduced in 1971.

The Gucci Blondie collection includes various sizes, silhouettes and details, from a messenger bag that can be worn on the shoulder or across the body with the included web stripes or leather straps to a smaller day-to-night style

that includes a chain strap can be tucked inside to transform it into a clutch.

A miniature version, also featuring interchangeable and adjustable leather and web stripe straps, rounds out the selection. Designs are available in leather, suede and GG canvas, with a varied palette for both the bags and the web stripe straps.

The new Gucci Blondie handbags retail for \$2,980-\$3,890, while belts are \$480-\$510.

Paradox of style

Gucci is best known for blurring the lines of style and gender and bending the rules of conformity to allow for limitless self-expression, which sometimes includes blending contradictory elements.

The paradox between its latest New York-inspired Love Parade campaign and the previous Hollywood-inspired Love Parade runway show and campaign exemplifies this idea, while bringing the coastal counterparts together as one.



The new campaign evokes more refined chicness, while the Hollywood-inspired campaign boasted opulence. Image courtesy of Gucci

In November 2021, Gucci put on the ultimate parade celebrating love, complete with a star-studded cast and guest list along Hollywood Boulevard.

Boasting opulence and grandeur, the event channeled old Hollywood glamour highlighting more than 100 looks from the collection. Cinematic themes were reiterated through the use of cowboy hats, feathers, faux fur coats and more.

Entertainers including Billie Eilish, Miley Cyrus, Tracee Ellis Ross, Lizzo, Salma Hayek and more were in attendance ([see story](#)).

Then, to bring the show to the screen, the fashion house debuted its "Love Parade" film campaign.

Featuring Miley Cyrus, Snoop Dogg, Beanie Feldstein, Deng Lun, Jungjae Lee and Liu Wen, the film's audiences watch as these famous figures indulge in endless treats and laughter, portraying pure Hollywood glamour.

Dressed in bright colors, glittering ensembles and distinctively Gucci pieces, the film's subjects clink cocktail glasses and engage in playful food fights. Captured by photographers Mert Alas and Marcus Piggot, the stars celebrate the ritual of the banquet, which then turns into, what Gucci describes as, the Dionysiac ritual of dancing ([see story](#)).