

APPAREL AND ACCESSORIES

## Gucci fronts versatile fashion in new handbag campaign

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*The luxury brand has unveiled the Gucci Attache, a new 70s-inspired handbag with a logo clasp, encouraging new ways of wear. Image courtesy of Gucci*

By AMIRAH KEATON

Italian fashion house Gucci is looking ahead with a nod to the past, twisting tradition with its latest launch.

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In a multiplatform ad campaign, the luxury brand has unveiled Gucci Attache, a new 70s-inspired handbag line complete with a logo clasp that encourages new ways of wear. The innovatively-crafted accessory's contemporary design reflects the revival of an earlier silhouette, discovered by way of brand archives.

"I was fascinated by the bag after having laid upon it a casual and fleeting glance while I was in the archive immediately, a desire took shape to reinterpret it," said Alessandro Michele, creative director of Gucci, in a statement.

"[#GucciAttache is an] effective ad as it focuses on a single design element - the ability to collapse the bag smaller and more securely using the Gucci G'," said Allen Adamson, cofounder and managing partner at [Metaforce](#), New York.

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

### Linking past with present

For its latest launch campaign, the Kering-backed brand brings a heritage product into a contemporary context with a creative collaboration between Michele and art director Max Sidentopf.

United by a simple hashtag, #GucciAttache, campaign images and videos tout quirky models sporting brightly colored Gucci garb, while showcasing various facets of personality mirroring their handbags' multitudinous nature.

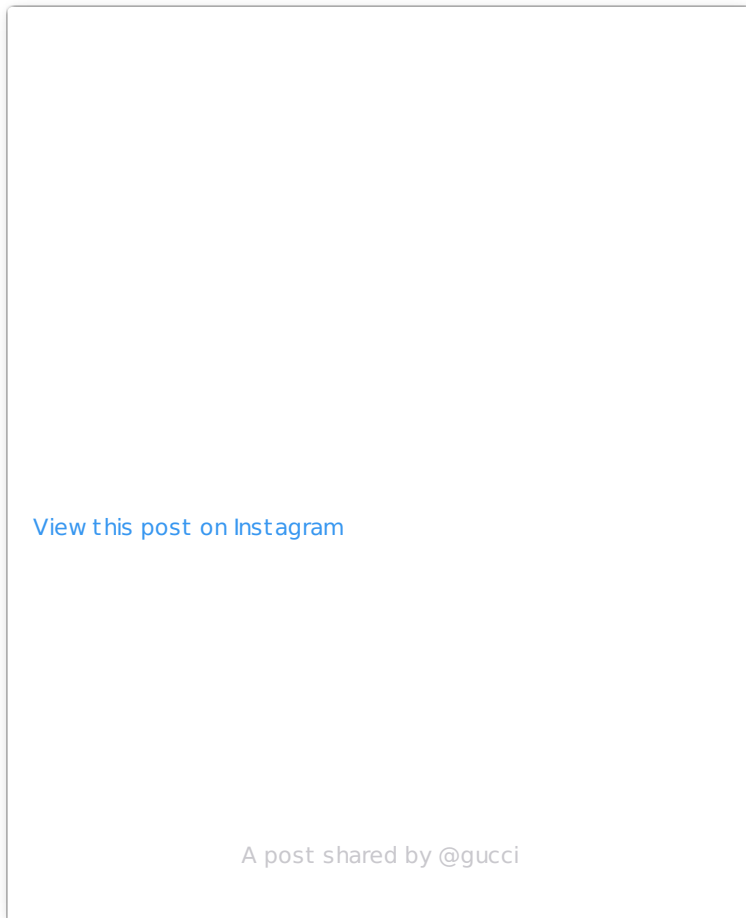
Serious expressions quickly flash to confident grins as, all the while, talent highlight the eclectic essence of the accessory they carry as they march city streets to the sound of punk rock tune "Boys Wanna Be Her" by Peaches.

*A #GucciAttache campaign video, which features the new style.*

The term "attach", or "hook" in French, represents the handbag's functional yet versatile geometric concept, fully

realized in its design. The Gucci Attache's transformative property is enabled by its mainstay feature, the metallic logo clasp, which connects the bag's corners with onomatopoeic ease.

"It is its G-shaped clasp detail, with its mechanical origin, that makes it the joining link between a bourgeois spirit, typical of an object of this kind, and the functionality of the world of utility," said Mr. Michele.



Displaying evocations of Michele's frequent disco-era inspirations, individuals of all genders draw attention to the bag's soft, moldable construction in campaign images posted to the brand's social channels.

The handbag can be worn crossbody or atop the shoulder, moving seamlessly from a half-moon-shaped top handle to a shoulder bag to a messenger style with interchangeable straps available in both leather and an equestrian-inspired Web stripe. The owner is empowered to determine its shape and volume which can be updated from moment to moment, making the handbag as individualistic as the models who carry them in #GucciAttache campaign creative.

Connecting the dots

All in all, the #GucciAttache campaign presents a strong example of the brand's artistic aptitude, one that has turned all attention towards the luxury house.

Just this week, Gucci was named the hottest brand on the Q2 2022 Lyst Index, which ranks luxury players based on international Lyst and Google search data, conversion rates and sales, as well as brand and product social media and engagement statistics ([see story](#)).

The victory was thanks in large part to the HA HA HA collection, a Gucci capsule designed in collaboration with pop star Harry Styles ([see story](#)).

"Ads focusing on a single simple product difference do better, especially in a hyper-cluttered messaging marketplace," Mr. Adamson said.

"Simplicity and focus also work far better in social media as consumers' attention spans are shrinking."