

APPAREL AND ACCESSORIES

Gucci, Dakota Johnson highlights signature Jackie 1961 handbag in West Hollywood

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With the Jackie 1961 by her side, the actress enjoys lunch with friends. Image credit: Gucci

By MARYBETH CONNAUGHTON

Italian fashion house Gucci has once again called upon American actress Dakota Johnson to be the leading lady of its campaign, this time to retell the story of its classic Jackie 1961 bag.

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The campaign, captured by British fashion photographer Glen Luchford, follows the actress through a typical albeit fictional day in West Hollywood, as she shops, has lunch with friends and steps in and out of clubs. Throughout it all she is seen carrying the iconic bag in some of its new variations in color, size and material.

"Gucci is returning to its roots during this transition period," said Yana Bushmeleva, chief operating officer of fashion data and insights company **Fashionbi**, Milan.

"The Jackie 1961 handbag is the main protagonist of this campaign with Dakota Johnson, while in December the brand focused on #GucciValigeria, a suitcase collection, and opened the first boutique dedicated to its suitcases, a starting point for the Gucci brand."

Gal about Tinseltown

The bag, a favorite of former First Lady Jacqueline "Jackie" Kennedy Onassis, was originally called the G1244. Ms. Onassis was frequently seen carrying the bag while out and about on the streets of New York during the 1970s and 80s.

It was said that she used the bag's classic half-moon shape to hide herself from the paparazzi who followed her on a near-constant basis. In 2020, the bag was renamed in her honor.

Now, under the art direction of Christopher Simmonds, Ms. Johnson is followed in faux-paparazzi style to various locations throughout the City of Angels.



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As "Feel the Pain" by Dinosaur Jr. plays, she emerges from a boutique carrying shopping bags along with a tan version of the classic half-moon shape. Next, she pauses at a red light to check her lipstick in the visor mirror of her green SUV.

She loads her groceries into the car as the prying eyes of the camera watch through the branches of a nearby shrub. She stops for an iced latte before heading out with a yoga mat tucked under one arm and a midnight blue version of the bag under the other.

As she shops for flowers at a local stand, this time swinging a black version of the bag, she spots the camera and coyly smiles. Later seen coming down the escalator of one of L.A.'s famous gallerias, again carrying the tan half-moon, she is indifferent to the intrusion.

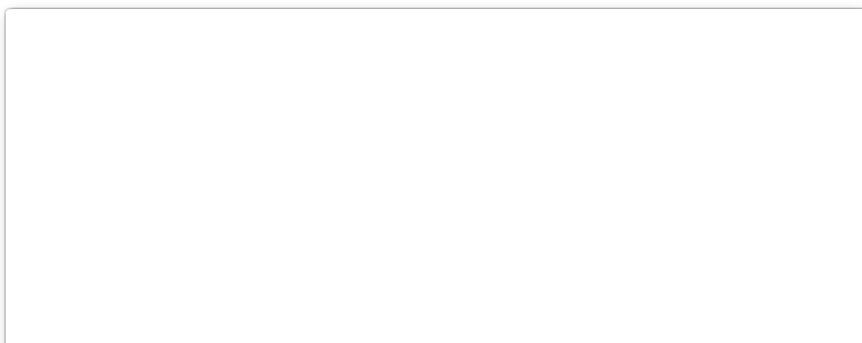
By nightfall, she has had enough. She shields her face from the harsh glare of the camera's light as she drives away from the famous Viper Room club on the Sunset Strip.

This campaign sees the bag's original design trapezoidal foundation, buckled strap, piston hardware—firmly represented, but with some inviting new twists.

Materials now include python, crocodile, lizard and mini calf hair. There is also white leather, natural grain and the house's GG Supreme canvas.

Colors range from bright purple to emerald green and cherry red. Some bear the house's signature red and green stripe down the center. Others like the shoulder bags from the **Gucci** HA HA HA collection, a collaboration between former creative director Alessandro Michele and British singer Harry Styles, ([see story](#)) are studded with silver-toned hardware.

The collection also includes a selection of small and medium sized totes.



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All in the family

Ms. Johnson's appearance at the center of the campaign could be cited as another example of what has recently been dubbed the "nepo-baby" (short for nepotism baby) phenomenon.

There has been debate about the effectiveness of campaigns headed by people whose entrance into the arena was fast-tracked by their famous parents ([see story](#)).

Ms. Johnson herself is 3rd generation Hollywood. Her mother is actress Melanie Griffith who is perhaps best known for her starring role in the 1980s classic "Working Girl," directed by Mike Nichols. Her father, Don Johnson starred as Sonny Crockett in the seminal 1980s television show "Miami Vice."

Her stepfather is Spanish actor Antonio Banderas.

Going back farther, her grandmother Tippi Hedren was among director Alfred Hitchcock's cadre of cool blondes. Ms. Hedren starred in 1963's "The Birds," one of Mr. Hitchcock's best-known films, and arguably one of the most iconic of the 20th century.

Still, Gucci counts the actress among its own family, having begun a relationship with her in 2017.

As Ms. Bushmeleva sees it, Ms. Johnson is right where she belongs.

"Dakota Johnson began working with Gucci many years ago and is no stranger to endorsing the brand," she said.

"Despite the recent backlash against 'nep[0] babies,' I don't believe it will have a negative impact on Gucci's image. The styling of the campaign and the product selection are the most intriguing aspects here."

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