

APPAREL AND ACCESSORIES

Gucci recalls equine heritage in latest handbag campaign

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The Horsebit 1955 campaign brings in the allure of the 1970s with the help of young stars. Image courtesy of Gucci

By EMILY IRIS DEGN

Italian fashion label **Gucci** is paying homage to the rich history of house clientele in a new campaign, tying in classic styles.

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Released on March 23, the brand's equine-inspired content stars American actor Julia Garner, Vietnamese-Australian K-pop singer Hanni and American singer-songwriter Halle Bailey. The colorful visuals and creative choices nod to the support that affluent horseback riders have provided since Gucci's beginnings.

Also announced through the campaign, three new iterations of the heritage bag are available [online](#).

Horse is back

Shot by the famed U.K.-based director team Mert & Marcus, made up of Welsh photographer Marcus Piggot and Turkish photographer Mert Ala, the campaign is an ode to horses, the loyalty of the original customers who loved the creatures and the reimagination of symbols.

The 50-second long clip begins with the K-pop singer swaying to the song, "Horse With No Name" a classic song sung by the group America in 1971.

The star-studded campaign explores the Horsebit emblem

Infusing the whimsical allure of the 1970s into the visuals as well as the song choice, the featured women all wear outfits featuring iconic styles of the decade, including brightly colored collared shirts, color block jackets, blazers and natural makeup. Each of them holds a Horsebit 1955 bag in various poses against their own walls of orange, blue and green as the camera pans and zooms in quickly throughout shots, styled after 1970s mystery cinema.

The women all alternate between swaying, tapping their bags animatedly, lip-syncing and staring innocently into the camera.

Global Brand Ambassador [#Hanni](#) of [@NewJeans_ADOR](#) stars in the House's newest campaign

for the iconic [#GucciHorsebit1955](#) collection.

Discover the campaign <https://t.co/ZXR7UGRn1Y> pic.twitter.com/EOOj88qg2G

gucci (@gucci) [March 23, 2023](#)

Paired with the primary colors, vignette shading and timeless styles, Gucci's latest depicts the ways in which the Horsebit 1955 is a lasting piece, fitting the 1950s in which it was created, the 1970s of which this campaign borrows visuals and style elements and today's modern world in which it all comes together.

This emphasis on timelessness showcases the depth of the bag. It is not just another luxury bag it has a place in fashion history.



The bag's iconic emblem first appeared on loafers in the 1950s, before the 1955 birth of the Horsebit bag. Image courtesy of Gucci

The brand recently highlighted the Horsebit 1955 in a more modern campaign, focusing on the current place of the bag in fashion circles and horse visuals without context, rather than its history ([see story](#)).

Altogether, the new campaign acts as a reprisal of a treasured house tradition, honoring the equine ties to the brand, as many of Gucci's foremost customers in the first half of the 20th century were avid horseback riders. Since then, the brand has drawn heavily from horses something that is tightly woven into the new visuals.

The [#GucciHorsebit1955](#) is defined by the double ring and bar that has linked the House with the equestrian world for 60 years.

Discover the new campaign featuring Global Brand Ambassador [#Hanni](#) from [@NewJeans_ADOR](#) <https://t.co/ZXR7UGRn1Y> pic.twitter.com/2enHmIJUhA

gucci (@gucci) [March 23, 2023](#)

This nudges consumers to see the purchase of the Horsebit 1955 as less of merely an expensive buy and more of an act of participation in something long-lasting; something intrinsic to the famed brand's heritage.

Spurring history

This is not the first time that Gucci fused different eras together in a campaign drop, creating a new vision of timelessness.

In the summer of 2022, the brand released its "C'est L'Amour" film, bringing together the 1990s, 1980s and 1970s for the visual look of the piece, and the 1960s for the music choice ([see story](#)).

This maximalist take on eclectic fashion evokes a powerful narrative about the quality of the pieces being advertised, suggesting to consumers that since their pieces are based on a longtime wealth of fashion trends, they will continue to be fashionable in the future.

Longevity seems to be key in marketing luxury goods, as consumers seek out meaningful ways to participate in the market, prioritizing brands that create engaging narratives about identity, heritage and values.



Ms. Garner has been the face of other Gucci campaigns, bringing emotional depth and timeless looks to each one. Image courtesy of Gucci

Gucci has recently begun adding narratives about brand values to the heritage explorations, speaking to young consumers' support of gender-fluidity and polyamory in another campaign that starred Ms. Garner ([see story](#)).

It seems that the brand is working to bring together its rich history for fashion longevity, and its modern values for the support of the rising youth, capturing all demographics in the process.

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