

APPAREL AND ACCESSORIES

## Gucci taps Chinese supermodel Liu Wen for Bamboo 1947' campaign

April 17, 2023



The campaign nods to the year of the first Gucci Bamboo Bag's release. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Gucci** is dedicating the brand's newest advertising slot to an archival creation.

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The campaign, shot by British fashion photographer David Sims, centers the relationship between frontrunning model Liu Wen and her luxury bag. The first Chinese model to be featured on the cover of *American Vogue*, Ms. Wen brings with her an added level of prestige to the campaign, which nods to the 1947 release of the first Gucci Bamboo Bag.

Exclusive execution

According to the brand, the Bamboo 1947 campaign is an exploration of the relationship between an individual and a cherished object.

The aforementioned object is the one-of-a-kind purse topped with adjustable bamboo handles, the result of careful and experimental craftsmanship using an open flame.

Today, the renowned design of the [#GucciBamboo1947](#) remains an icon with many of its predecessors in the Gucci Archive representing how a creative instinct propelled by profound know-how has led Gucci to where it is and where it is going. More <https://t.co/QRZDycJ1MD>  
[#GucciCosmos](#) [pic.twitter.com/zmhDx5wmqk](https://pic.twitter.com/zmhDx5wmqk)

gucci (@gucci) [April 16, 2023](#)

The bamboo handles were first introduced due to a dearth of raw materials that were traditional to Europe, in the face of Italy's post-war period. Founder Guccio Gucci and Florentine artisans turned to the polished wood as a lightweight strap alternative, conserving leather for the body of the purse.

Ms. Wen presents a variety of sizes, colors and materials in new campaign visuals.

*Gucci presents the new Bamboo 1947 campaign featuring Liu Wen and shot by David Sims*

Capturing both heritage know-how and current creative codes, the Bamboo 1947 is exclusively available in select stores and through client advisors.

Gucci recently worked with a trio of female figures to pay homage to another classic purse, the Horsebit 1955 ([see story](#)). The campaign also presented the brand's history and timeless styles, with the women at the center of the visuals.

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