

APPAREL AND ACCESSORIES

Balenciaga enlists Kate Moss for Le City Bag campaign

April 11, 2024



The campaign aims to go “beyond nostalgia.” Image credit: Balenciaga/Mario Sorrenti

By LUXURY DAILY NEWS SERVICE

French fashion house **Balenciaga** is uplifting a fan-favorite product line with the help of another icon.

British model Kate Moss is the face of the brand’s latest campaign centered on Le City Bag, aiming to reintroduce the handbag to the public through a recognizable face. Launched today, the initiative also stars a variety of young models, appealing to another demographic while Ms. Moss draws in the core luxury consumer.

Past and future

Originally released in 2001, Le City Bag is now looking to a talent that was in the midst of her storied career at that time.

For the campaign, Ms. Moss, alongside Danish model Mona Tougaard, Chinese actress Yang Chaoyue and Korean singer Lee Ju-yeon best known by his stage name Juyeon are framed in portraits shot by famed Italian-American photographer Mario Sorrenti. Each of the stars is shown holding the handbag, which has been reimaged to include reinforced corners, small metal buckles, small studs and various pockets, both on the inside and outside of the item.



The bag comes in small, medium and large size options. Image credit: Balenciaga/Mario Sorrenti

The new version of the purse, now handcrafted from 25 panels of material, also sports a reference to Le Cagole handbag line through its leather-strung zipper. Shoulder straps and cross-body options are also a part of the collection, which comes in various colorways.

Available now, Le City Bag is stocked [online](#) and in-store, ranging in price from \$2,350 to \$2,900.

Balenciaga's effort follows the tagline of "beyond nostalgia," making Ms. Moss an apt tap for the marketing. Now 50 years old, she has been rising in popularity again among luxury brands, as Italian fashion house Fendi recently featured the model and her daughter in a campaign focused on family lineage and heritage ([see story](#)).