

APPAREL AND ACCESSORIES

Fall campaign features new Gucci B, GG Milano bags

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The campaign is captured by British fashion photographer David Sims. Image courtesy of Gucci/David Sims

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Italian fashion label **Gucci** is preparing for seasonal wear to hit stores.

The house is out with a campaign featuring the fall/winter 2024 women's collection, captured by British fashion photographer David Sims. At its center are new handbag designs the Gucci B shoulder bag and GG Milano top handle included which debuted on the runway in Milan this past February.

Personal ties

The branded images will grace billboards, magazine pages, social media feeds and more globally beginning this month.

Gucci's advertisements complement the vision of creative director Sabato De Sarno. London-based filmmaker Marie Schuller directs a campaign video.

Models Loli Bahia, Alaato Jazyper and Jiahui Zhang star. Styling the talents in looks intended to remain in touch with real life, the presentation picks up where the men's fall/winter 2024 presentation left off ([see story](#)).

A variety of accessories are also on display.

Gucci presents the women's fall/winter 2024 initiative

The Gucci B, an oversized purse with a medium-length shoulder strap and double snap hook hardware, "evokes the aesthetic of a series of archival predecessors, first seen in an artisan's notebook from as early as the mid-1950s," according to a statement.

The GG Milano pays tribute to Milan. The campaign also showcases both Gucci's Half-moon bag and new color iterations of the Jackie.