

GUCCI

Forever Icons

Retail Training
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'The Bamboo Bag is one of the most iconic pieces in Gucci's history — today it has just as much relevance as when the artisans first crafted it in 1947. Bamboo is a symbol that immediately distinguishes a handbag as a Gucci piece. It is an absolute classic and embodies the House's codes of luxury.'

Frida Giannini



NEW BAMBOO BAG

The New Bamboo Bag is a reinterpretation of the original Bamboo Bag created in 1947. The shortage of leather in the post-war period pushed the research of alternative materials. An experiment in bending and polishing a piece of bamboo resulted in the unmistakable curved handle that has been a symbol of the Gucci fashion House ever since. The shape of the Bamboo Bag recalls that of a saddle and all the equestrian world that inspired, and continues to inspire, Gucci's creativity. Grace Kelly, Deborah Kerr, Vanessa Redgrave, Lady Diana, and many other internationally renowned women carried the Bamboo Bag as a symbol of Italian craftsmanship and timeless elegance.

SELLING TIPS

- The New Bamboo Bag is a modern interpretation of the original Bag with a new fashion twist.
- The New Bamboo Bag maintains all the workmanship of the original Bag, in particular the body structure of the bag continues to be assembled using a wooden mould.
- The construction of the Bamboo Bag comprises approximately 130 components.
- The Bamboo Bag requires approximately 2 days of work only for assembly, with time increasing when working with precious skins.
- Hand selected pieces of bamboo root are chosen for the Bamboo Bag handle according to the Gucci design specifications.
- Once selected all bamboo pieces are carefully sanded, shaped and finished by hand.
- Metal accessories are in solid brass, galvanized with 24Kt Gold. This precious finishing process guarantees the beauty of the accessories over time.
- The Bamboo Bag is Handmade in Italy.





'Jackie Kennedy was the epitome of chic. Her effortless style left an imprint on the House of Gucci – she carried this particular handbag throughout the years and it eventually became named after her. The Jackie bag holds a very special place within our storied past, and with the New Jackie I wanted to tap into that glamour of the past while also creating something that would work for today. I think the New Jackie has become an example of Gucci's forever now duality.'

Frida Giannini



NEW JACKIE BAG

When first launched in 1958 the bag, that would later be known as 'The Jackie Bag', was first called the 'G 1097'. In 1961 the House decided to pay tribute to Jaqueline Kennedy by naming the handbag she wore so often after her. The New Jackie Bag is a reinterpretation of the legendary 'Jackie Bag'.

SELLING TIPS

- The New Jackie Bag is a cool and oversized interpretation of the more lady-like original Jackie Bag, first launched in 1961. Both bags are available presently in our collection.
- The construction of the New Jackie Bag comprises approximately 90 components and about 2 days of work are necessary to complete 1 bag.
- With the New Jackie line the 'Selleria' stitch has been rediscovered. 'Selleria' refers to the traditional Tuscan binding of seams with specially constructed handmade strands of leather originally seen in the equestrian world. Up to 14 meters of strands are required to make a New Jackie Bag.
- 'Comb' stitch refers to a special stitch, similar to that of a comb, made with a unique hand driven sewing machine.
- The iconic Bamboo clasp closure comes from the archive.
- Metal accessories are in solid brass, galvanized with 24Kt Gold. This precious finishing process guarantees the beauty of the accessories over time.
- The New Jackie Bag is Handmade in Italy, as is the original Jackie Bag.





'The Stirrup is an important signature bag from our archives. Created in 1975, it was hidden away in the archive for many years and was deserving of a new life. The power and elegance of this bag with the spur closure led me to rework this style for today's Gucci woman.'

Frida Giannini



STIRRUP BAG

The Stirrup Bag is an iconic handbag originally launched in 1975. The equestrian inspiration is evident in the shape of the bag itself, in the strap closure, as well as in the metal accessories which recall the shape of a stirrup and spurs. Frida Giannini recently reintroduced this iconic bag on the catwalk reworking the powerful shape with a modern twist of glamour. The construction of the Stirrup Bag perfectly reflects the skill and craftsmanship for which Gucci has been famous for over 90 years.

SELLING TIPS

- The Stirrup Bag has an elegant and powerful shape which perfectly reflects the duality of the Gucci brand. Craftsmanship combined with cool design.
- The construction of the Stirrup Bag comprises approximately 100 components. A Stirrup Bag requires about 2 days of work to complete from the cutting of the materials to the final finishes.
- The Stirrup Bag is characterised by a unique handcrafted process called 'Rib Construction' which only very few specialised Artisans are capable of performing due to the curved shape of the bag.
- All the edges are hand sanded and hand painted for a perfectly smooth result.
- The shape and accessories of the bag have been the inspiration for its name.
- The Gucci embossed gold Crest found inside the bag was designed by Guccio Gucci himself and was first introduced in the early 1950s as a way of branding the product. It depicts a knight carrying luggage, representing Guccio Gucci himself, with a rose and helm above him, symbols of refinement and entrepreneurial power.
- Metal accessories are in solid brass, galvanized with 24Kt Gold. This precious finishing process guarantees the beauty of the accessories over time.
- The Stirrup Bag is Handmade in Italy.





'The Horsebit Loafer is one of the most iconic items in all of the Gucci archives. Not only is it a crucial part of Gucci's heritage, but it has also made an impact on the history of fashion, becoming part of the permanent collection of the Metropolitan Museum of Art in 1985. I play with the design each season, updating the shape, material and details, but the classic beauty and absolute functionality of the shoe remains the same.'

Frida Giannini



HORSEBIT LOAFER

The Loafer, made with a tubular construction, originated in Florence and continues to be produced by Gucci's famous expert Tuscan craftsman. The world famous Loafers graced the feet of Hollywood's leading men including Clark Gable, John Wayne and Fred Astair, confirming this shoe as, without a doubt, the most iconic Gucci shoe ever made.

SELLING TIPS

- The Horsebit Loafer is a beautiful expression of Gucci's timeless elegance in design, blended with the very chic style and expertise craftsmanship for which the House has become famous the world over.
- The Horsebit Loafer counts 260 production phases and 131 components. It takes 2,5 days to finish one pair of shoes.
- This shoe is characterized by a particular construction of the upper that wraps the foot from the bottom.
- The upper is then hand sewn resulting in a shoe that is extraordinarily light, soft and comfortable.
- To stitch the upper a large needle and a special 'waxed' thread are used, thus creating the characteristic 'drip edge'. Artisans expertly hand-stitch the uppers, ensuring the best results in terms of quality and harmony of the shape.
- All uppers are individually ironed on warm moulds. The artisan then manually stretches the remaining wrinkles with a hammer.
- The leather soles are specially handcrafted with engraved decorative features and stained.
- Three ornamental brass tacks are applied to the tip of the sole.
- Every season the iconic Horsebit Loafer is reworked, and proposed, in a new and cool version.
- The Horsebit Loafer is Handmade in Italy.





'Grace Kelly was the original inspiration when the Flora scarf was designed in 1966 – this in turn inspired my first collection as Creative Director in the summer of 2005 and this print has remained close to my heart ever since.'

Frida Giannini



FLORA FOULARD

A symbol of a delicate and poetic imagination which continues to be sketched over time. In 1966 Princess Grace, accompanied by her husband Rainier Prince of Monaco, visited Gucci's Milan Via Montenapoleone store. Rodolfo Gucci decided to commission the most beautiful floral scarf imaginable for the Princess and asked the famous illustrator Vittorio Accornero to create the original pattern. This was how Flora was created: nine bouquets of flowers from the four seasons, with berries, butterflies, dragonflies and insects in a poetic colorful and enchanting illustration.

SELLING TIPS

- Among the classics Flora is an icon of continuity from the historical archives which revives every season with its evocative and timeless graphic power.
- The Flora Foulard is printed with 34 colors using the very time-consuming serigraphic printing process.
- When serigraphic printing, each color requires a separate screen and is printed individually in a process of color overlapping. This is a technique which requires expertise craftsmanship with a cost that increases with each color applied.
- Scarves are hemmed by hand with a roll over hem after the cutting process is completed.
- All Gucci foulards are Handmade in Italy.





'The Horsebit from Gucci's storied past continues to provide rich influence. The double ring and bar motif taken from equestrian hardware has become an icon linking Gucci's unique history with its modern day attitude.'

Frida Giannini



HORSEBIT BRACELET

Recalling the horse riding world of Florentine aristocracy and high society the Horsebit was originally conceived in the 50s as a decorative element for bags, suitcases, shoes and small leather goods. It is now universally considered synonymous with the glamour associated with Gucci. Reworked by Frida Giannini in a contemporary way, the Horsebit takes on softly sensual shapes to materialize in the form of a jewelry collection.

SELLING TIPS

- The Horsebit Bracelet is a perfect blend of Gucci heritage and contemporary design.
- The Horsebit Bracelet is composed of 15 different components. It takes the expert Artisans approximately 3 days to assemble and finish 1 bracelet.
- The bracelet was one of Frida's first creations and can often be seen on her wrist.
- Made in 18kt gold using an exceptionally innovative technique which allows for an important design to marry perfectly with an ideal weight.
- The Horsebit Bracelet in yellow gold won the Vogue Spain award for jewelry (Vogue Joyas) in the class 'The Designer and its jewels'.
- The iconic Horsebit motif recurs throughout the jewelry collection taking on different forms: elegant cocktail rings with colored gemstones and diamonds, bracelets with a sculptural line and earrings with a strong design.
- The Horsebit Bracelet is Handmade in Italy.



