

A BAG YOURSELF A GUCCI ICON

**MUST
HAVES**
*Don't miss out on
this SEASON'S
HOTTEST trends*



This season Gucci presents a new range of handbags, a stunning collection that combines style and class with functionality

The Gucci Soft Stirrup bag is a supple interpretation of the House's distinctive stirrup-shaped handbag. Featuring a spur as hardware, this new classic echoes Gucci's riding heritage while complementing Gucci's romantic and eclectic collection for autumn-winter 2012.

Inspired by a rigid frame style from 1975, this new design boasts a highly functional, deconstructed shape. Large and medium sizes make for a light and spacious shoulder bag, perfect to carry all day

long. With this contemporary soft silhouette, casual attitude meets refined appeal. The iconic spur detail embellishes the top closure of the bag and smaller spurs decorate the handles, with finishes that range from brass to antique silver and light gold.

The New Bamboo is the 21st century reinterpretation of one of Gucci's most iconic handbag designs. First created in 1947, the

original design with a curved bamboo handle became an iconic example of the acumen of Gucci's craftsmen who were pushed to invent clever solutions to wartime rationing of materials. Bamboo cane, which could still be imported from Japan, was heated and bent into a semi-circle, and affixed as a decorative handle on the pebbled pigskin body. The New Bamboo

bag blends tradition with high-tech innovation, and history with high-fashion. Delineated in a series of unique variations, offers a new sporty attitude and dynamic style that reflects Gucci Creative Director, Frida Giannini's vision of contemporary luxury.

The New Jackie bag is the fresh and modern reinterpretation of the House's most iconic handbag design, "The Jackie." Creative Director Frida Giannini has swiftly ushered this classic Gucci style into present day relevance. With its original design and exquisite Florentine craftsmanship, the New Jackie offers an innovative, yet timeless approach to Gucci's rigorous codes of luxury. A stalwart of the Gucci archives, the Jackie bag holds a very special place within the Italian fashion house's storied past. First created in the 1950s, the model became the preferred accessory for Jacqueline Onassis, who was photographed toting numerous versions throughout the 1960s. America's former First Lady was so devoted to the style that the bag soon assumed the moniker 'The Jackie'. The New Jackie captures the universal appeal of the hugely popular original. In terms of design, it remains connected to its forebear with its rounded edge shape and signature detail, but it has been suffused with contemporary touches such as its new, oversized scale and deconstructed ultra-soft body. Most significantly, the New Jackie is rooted in the same ideology of its original: a long lasting classic handbag to use and love forever.

IN STORE

From top: *Soft Stirrup bag* in black crocodile with stirrup detail; *New Bamboo bag* in light beige crocodile with tassels and bamboo handle and closure; *New Bamboo bag* in bordeaux leather with perforated leather elements, bamboo handle and closure, and tassels; *New Jackie bag* in honey color leather with perforated leather elements, tassels and bamboo details.