

The Heart

Bag

In 2019, a popular trend from the 90's is coming back, hint? It's round, red, and ready to carry!

“

I think that love moves everything!

Nature is love, love is nature... ”

Bags are among the most treasured accessories a woman can have. This, because they encapsulate the character and personality of their owners: there is the spacious but simple version a la Mary Poppins, or the keys - and any other object you might need- killer kinds in the name of aesthetic for the fashion victims; then there are the few lucky styles which just have it all.

The truth, however, is that some bags simply stand out more than others; regardless of their looks and functions. The it-bags, in fact, are not just objects; they are special pieces linked by a magic formula also known as desirability. Heart arm candies reached fever-pitch way back in the 90s, when brands such as Vivienne Westwood and Chanel flashed them on their catwalks. The purses appeal was so high, they even appeared on episodes of cult TV shows such as The Nanny, which aired in 1995. In case of doubts about the heart bags popularity and reach, imagine them saying: “I am going to pop up on your social media feeds in 20 years ahead from now, and obsess you just as much”.

The mania resurfaced in 2018, when Louis Vuitton launched them in the New Wave collection, which was then further reinterpreted and sold since February 2019. Saint Laurent on the other hand, inspired by Yves doodling illustrations in the notes for his relatives, brought them back as a signature shape in a cross body bag version, with the Sac Coeur collection, which is made in Italy.

Heart shaped bags, however, are also extremely chic in vintage versions, as the one seen on the Instagram page of Beyoncé herself; who posed in a total red outfit with a Judith Leiber clutch, on the occasion of Valentine's day, for her 126.7 million followers.

There is another talent, however, who recently reinterpreted the beloved shape, inspired by design but with a modern twist; his name is Michele Chiocciolini. The Florence born artist, with a background in architecture, loves beauty and aspires to find a contemporary visual language through his work. His change of path, is to be attributed to the necessity of self-expression: “My choice; he explained “to be a designer was instinctive, as



I think it's the case for anyone with a creative job". He opened his first Atelier in Florence in 2012, with the help of his sister and collaborator Francesca. The most famous of his pieces; is a heart shaped bag backpack, created in the purpose of increased practicality for the modern women of today.

Through the shapes of his creations, Chiocciolini strives for a balance between geometry and fluidity. It is possible to notice this from his designs, which are graphic, strong and feminine. Despite the fact that love, seems to be the main inspiration for the Florence born designer; he shies away from being categorized: "I wouldn't define my style romantic, preferably pop rock. The fact that it is anchored in love doesn't necessarily translate in a romantic spirit, but rather in a dreamy one".

Underneath Michele's love inspired bags, there is more than meets the eye. According to him, as a matter of fact, his love inspiration is rooted in something else:"



Michele Chiocciolini

I think that love moves everything! Nature is love, love is nature... this is my binomial design of life!" His creations, therefore, hold a strong sustainable message, in his words:" For me sustainability is extremely important, and we are embracing the green project; as I said before nature is love, as well as the foundation of everything, I am a fervently convinced ecologist"

The current preoccupations for the future of the world climate, as well as the conversations initiated by the young Swedish climate activist Greta Thunberg, are the proof that Michele Chiocciolini's brand, thanks to his green commitments, is moving towards the right direction. Even more so, considering that he has new eco-friendly projects in store: "I am currently working on a very intense Green project" he revealed.

Heart bags might be red, but in 2019 their message is the colour of hope and nature: green. The fashion future, with the conscious approach of its protagonists, already seems brighter. The trend of heart bags, therefore, will not only contribute to a more stylish appearance of its supporters, but rather also to a more ethical consumer experience.

