









CARRY ME

100 Years of Handbags

Carry Me

100 YEARS OF HANDBAGS

- “Carry Me – 100 Years of handbags” is a journey through the history of women´s handbags over the last 100 years

- First international travelling exhibition with a selection of unique **original handbags from the twenties until recent days**

- Some examples are strong connected to iconic and famous women of the last century, **like Grace Kelly and Lady D**.

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EXHIBITION CONCEPT

- Unique pieces are witnesses of how the typology; materials and the style of handbags evolved over the decades and **reflect the changing role of the woman in the society.**
- The exhibition showcases unique handbags that were milestones in the history of handbag-fashion
- Society and bag-fashion is constantly changing over the **different decades**
- The exhibition is a **cultural-historical exhibition** that reflects the changing role of women in the society during the last decades.



Marlene Dietrich, Actress and singer.

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CHANEL-TAS
THE C


1980
YUPPIERNES ÅRTI
THE DECADE OF THE YUPPIES

SECTION 1:

*1920s and 1930s: **“The Roaring Twenties”***

- Which of us do not think of Marlene Dietrich, blonde short hair, cigarette in the mouth, eye-catching make up dresses with glitter and sequins. The „Roaring Twenties“ where the birth of a **new woman**.

- Until the 1920s a handbag was not a must have for women, this changed over the course of the decade. After World War I, leather was scarce and expensive and therefore synthetic goods were used

- The economic crisis of the 1930s strongly influenced the look of the bag. Money was not available, but even despite this, handbag had to look expensive.



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SECTION 1:

Bags of "The Roaring Twenties"

- **Fabulous blue beaded flapper purse**
  Heavy bag festooned with beads - both sides are identica. Silver coloured filigree frame.
- **Metal and brass pillow evening purse**
  This gorgeous early 20's copper purse is an example of a high level luxury item and shows the extraordinary manufacturing skills of the producer.
- **Victorian bracelet pouch bag**
  in midnight black satin. The main large compartment is lined with dusky pink lining.
- **Celluloid Dancing Purse**
  This lovely 1920s minaudière dance purse is made from black celluloid plastic. It has a wonderful inside compartment with a mirror, a built-in powder/rouge holder and its original miniature lambs-wool and pink silk powder puff.





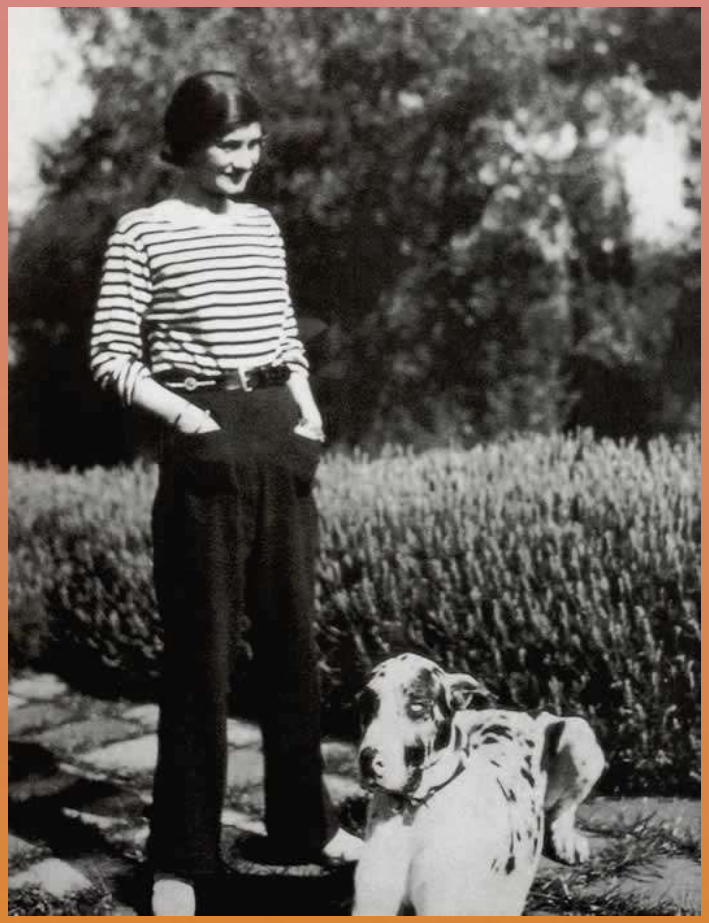




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SECTION 2:

The 1950s and 1960s ***"The New Look"***



Coco Chanel, Fashion Designer

- After the dark, gloomy years of the war, the French fashion designer, **Christian Dior** thrilled the world in 1947 with his opulent and towering "New Look" collection, "No woman should look like a boxer anymore," he said.
- The bulk of the '50s clothes were mass-produced, and even cars could be produced quickly and cheaply. A new consumer ethos was born.
- In the 60's the women wanted to be successful also professionally trying to find a balance between the family and the job, necessary for their independence and emancipation

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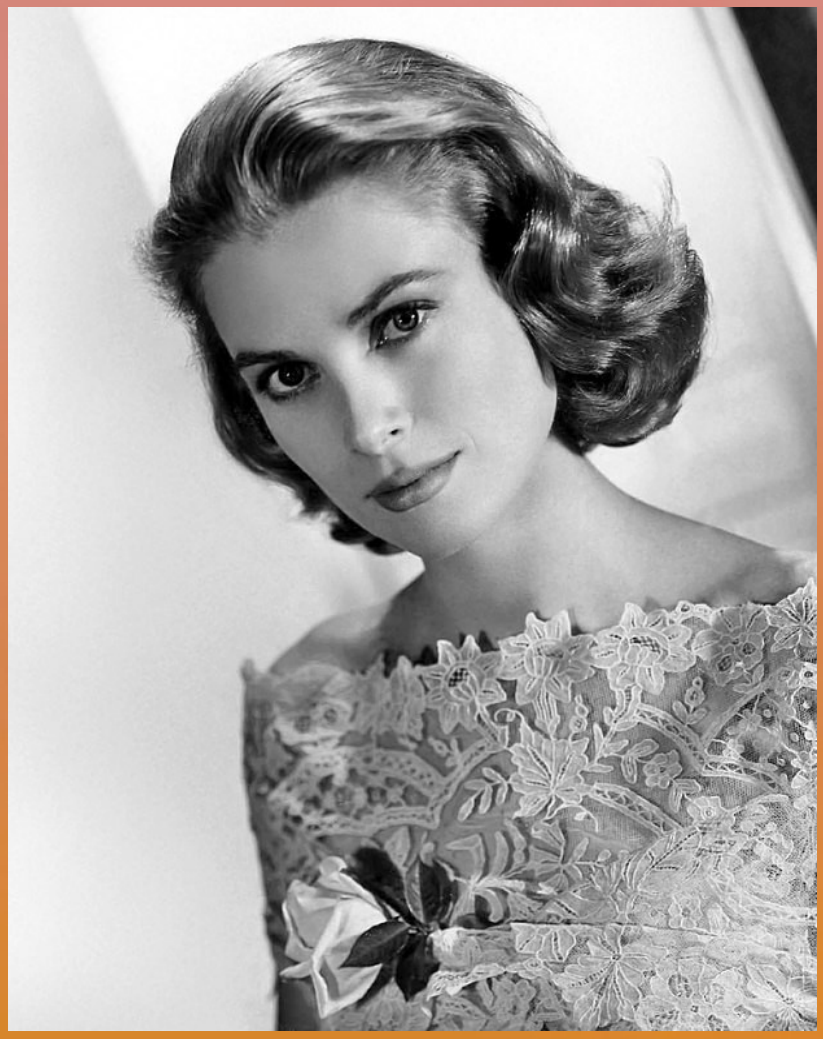
SECTION 2:

ICONIC BAGS of famous Women of the 1950s

- The French label Hermès were specializing in saddlebags and travel bags, and launched the later named **"Kelly Bag"** already in 1935

- It was not until 1956 when American actress Grace Kelly wore it, that she became well known. The Paparazzi said Grace Kelly, the Princess of Monaco wore this bag to hide her pregnancy

- These bags are still being produced today, and prices are still rising until 80.000 Euros.



Grace Kelly , Princess of Monaco

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TANSSILAUKKU • 1920-luku • Celluloidia
Tuntematon suunnittelija, Ruotsi
DANCING PURSE • 1920s • Celluloid • Unknown designer, France
BRACELET POUCH • 1920s • Satin and metal


KELLY 32 • 1956 • Nahkaa
Emile-Maurice Hermès ja Ettore Bugatti • Hermès, Ranska
KELLY 32 • 1956 • Leather
Emile-Maurice Hermès and Ettore Bugatti • Hermès, France
Check the bag's story on the wall!

SECTION 2:

*Bags of the **1950s** and **1960s***

- **Hermès - Kelly 32 Handbag**

  Smooth calf leather in classic black. The foldover top features a twistlock, fastened by a charming padlock.

- **Green cut Velvet bag**

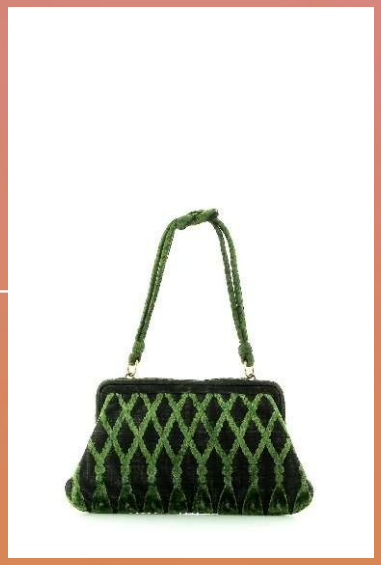
  Small elegant evening bag with fine tassel pattern.

- **Paco Rabanne - evening Bag**

  silver evening handbag with ring mesh, covering the golden leather underneath.

- **Luicite Box**

  From the 1950s and made of marbled Lucite carved with a reserve, clear lucite lids. The design on the top is a diamond shape. The rectangular body of the bag is a marbled bronze in black colour.









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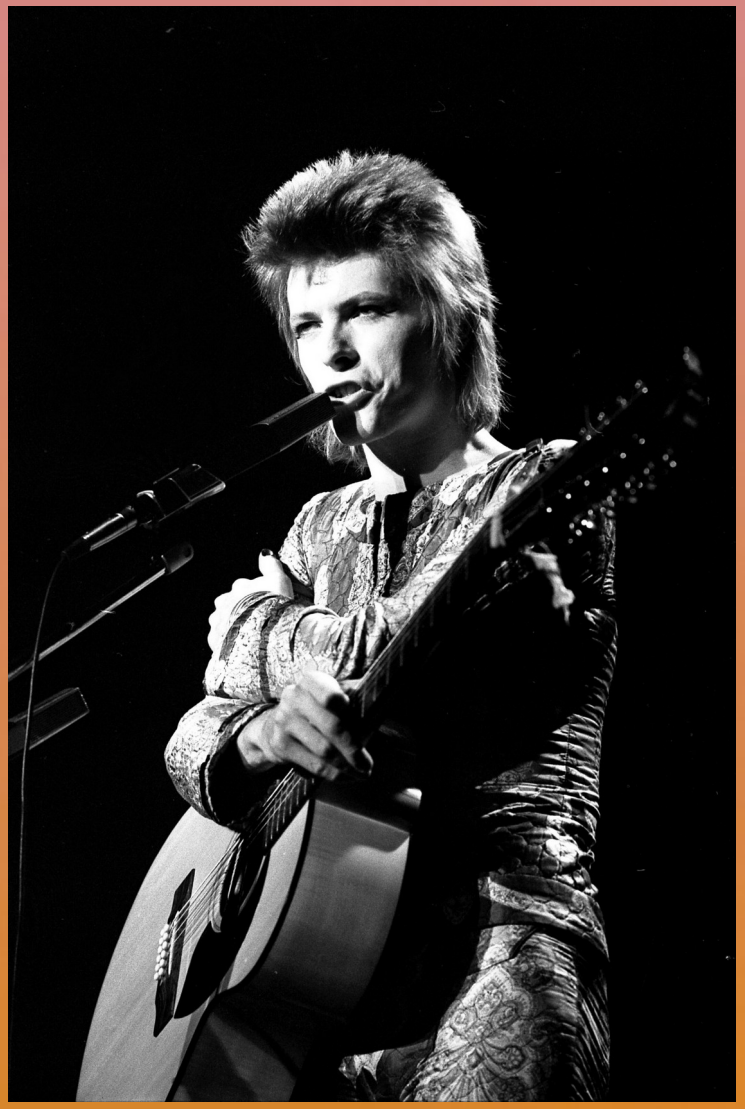
SECTION 3:

The 1970s: *The Years of the "bad taste"*

- The situation in the fashion-world was very mixed and variegated. The one who had not lived up to the sixties yet, lived it off properly, with the remaining hippie cuts and the new colourful patterns.

- The Glam Rockers, like **David Bowie** were in the starting blocks and showed with their androgyny that even men could be women and vice versa.

- For the handbag, the 70s were an eventful and busy decade. The first big designers like **Chanel, Gucci** and **Prada** showed for the first time in their clothing collections the matching handbags.



David Bowie, Musician and Actor

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SECTION 3:

ICONIC BAGS of famous Women of the **1970s**

Gucci designed the bag in 1950 an initially named it “The Constance”. It was originally designed as an unisex model, but quickly grew into a beloved women's bag. When **Mrs. Kennedy** was spotted carrying the Constance, the bag became an instant hit. Mrs. Kennedy was one of the most stylish First Ladies that America had ever known and was a huge fashion icon in this time. As a tribute to Jacqueline Kennedy, Gucci changed the name of the bag into the **“Jackie”.**



Jaqueline Kennedy Onassis, First Lady and Fashion Icon

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I made crazy bags, less crazy and very
There has to be something weird.





SECTION 3:

*Bags of the **1970s and 1980s***

- **White Rattan bag**

  Classic braided rattan bag in white with golden frame and noble flap with leather belt



- **Pink String Handbag**

  Is in a shocking pink woven string and leather lining with interior pockets. It has closures with golden detail and flap external pocket.



- **Judith Leiber “Fabergé Crystal Egg” Minaudiere Purse**

  The „Picasso“ under the bags.

  Clear Swarovski crystals surrounding a golden egg (Fabergè-Egg Minaudiere), with gold ribbon trim surrounding in the style of classic Fabergè eggs.



- **Gucci “Jackie” Bag**

  Beige/ebony GG canvas with brown leather trim, green and red Web with silver-toned hardware.



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SECTION 4:

*The **1990s** and the **2000s** - Internet and online shopping*

- With the collapse of the stock market in 1987, that destroyed millions in value of several companies, the smile of the yuppies was gone. Numerous social upheavals took place in the 1990s, which ultimately also affected the world of bags and fashion.

- Digitization has made many processes faster and easier, the expectations of the people for the coming decade growing. Social networks such as Facebook and Myspace came to the fore, worldwide networking began and the emerging fashion and bag trends were also spread faster. The fashion became faster-paced and trends changed in shorter and shorter intervals.

- Pop Music and Techno influenced the young people; the garments were very loud and gaudy, so also the backpacks and belt packs of that time. Even in the bag fashion, the colours could not be **exciting and dazzling enough.**



Spice Girls, First Girl Pop Band in the 1990s
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SECTION 4:

*"ICONIC BAGS" of **famous Women of the 1990s***



Diana Spencer, Princess of Wales,
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The iconic Lady Dior bag was originally introduced as “Chouchou”, which means “favorite”. The story goes that the First Lady of France was looking for a gift for the visit of Charles and Diana, the duchess of Wales. The House Dior offered her this elegant bag. It was presented to Lady Diana at the inauguration of the Cézanne-exhibition at the Grand Palais in Paris. Lady Diana was smitten with the bag and often photographed with it. As a tribute to this style icon, Dior renamed the bag **“Lady Dior”.** It was a runaway success and has become Dior’s flagship bag.

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990
2000
Beauty knows no boundaries, design

SECTION 4:

Bags of the **1990s** till **today**

- **Fendi “Baguette Monster”**
  The mini baguette bag with the iconic "monster" face by Fendi is the eye- catcher par excellence. Absolute IT BAG!
- **Dior „Lady Dior“**
  Classic black handbag in calf’s leather with small handle. Each Dior bag is a mini masterpiece. It retains characteristic Dior codes such as it’s “Cannage” topstitching, a signature Dior motif.
- **Classic red lip Clutch**
  This acrylic evening bag features magnetic closure, internal slip pocket and detachable gold chain strap so she can be styled as a cross body or over the shoulder.
- **Jacquemus „Le petit chiquito“**
  probably the smallest handbag of the world!









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SECTION 4:

*The **2000s** till **today** - Influencers*

- Celebrities and influencers alike influence fashion. Kim Kardashian is virtually synonymous with the concept of accessories. Her collection of exceptional designer bags is valued at millions of dollars. Kim Kardashian commissioned a New York artist to paint a work of art on her large carry-all Birkin bag from Hermès.

- E-commerce is spreading fast. Tattoos, leather bracelets and manbuns are key fashion attributes. The artist Harry Styles, equally renowned for his colourful and expressive fashion style as for his music, is the first man to grace the cover of fashion magazine Vogue – wearing a dress. Harry Styles represents a new trend direction toward more unisex fashion.

- Men wear traditional women's garments and use female attributes such as make-up and accessorie. Digitalisation is changing our consumption habits; everything is available at any time, no matter where you live. Technological advancesand mobile phones with good cameras enable everyone to spread trends faster than ever via Insta or TikTok.



Kim Kardashian, American Media personality

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Miss Piggy, Character of the Muppet Show

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"I consider it indispensable to have at least one handbag for the following ten social events:

Very formal, less formal, just a little formal, informal, but not completely informal, every day, every other day, day trips, overnight trips. Theatre visits and affairs."

-Miss Piggy





museum exhibition network

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