



Fashion Scoops

Celebrating Out East

Gucci celebrated its GG Monogram campaign on Saturday evening with a private dinner in the Hamptons. Emily Ratajkowski, the face of the campaign, was the night's guest of honor, and was joined by Sarah Pidgeon, Havana Rose Liu, Molly Sims, Calum Harper, Caleb Harper, Gabriella Karefa Johnson, Hannah Bronfman, Brendan Fallis, Jason Bolden, Jen Rubio, Jessica Joffe, Laura Love, Leandra Medine, Rickie De Sole, Tina Leung, TyLynn Nguyen, Tyrell Hampton and more.

Following the brand's

summer 2024 activation at LDV at The Maidstone Hotel & Restaurant, Gucci returned to the hotel this year for the event, with a cocktail party and dinner held in the Maidstone garden.

The GG Monogram campaign, first unveiled at the cruise 2026 show in Florence on May 15, was shot by photographer Daniel Arnold and shows Ratajkowski in the crowds of Cannes and the beach, carrying the newly debuted Gucci Giglio handbag.

"I love this monogram campaign so much. It was so special to be in Cannes

and there was a fantastic energy between the whole team," Ratajkowski said. "I'm thrilled to be a part of such an iconic brand and be the face for this new chapter of Gucci."

In celebration, Gucci partnered with Los Angeles restaurant Jon & Vinny's to provide their soft serve ice cream at the event, and it was available to shoppers at the brand's East Hampton boutique over the weekend as well.

— LEIGH NORDSTROM



Emily Ratajkowski photograph by Sansho Scott/BFA.com

