Self-Portrait launches first bags collection, campaign stars Naomi Campbell

By Sandra Halliday - 7 June 2022

Self-Portrait has entered the high-margin accessories sector with its first bags collection and the brand is continuing its tradition of signing up big names to front its marketing campaigns with Naomi Campbell starring.

The company said that founder and creative director Han Chong has collaborated with Renell Medrano, Haley Wollens and Campbell “to pay homage to the 90’s — an era which continually influences and inspires the brand — to bring the attitude and sensibility of Self-Portrait's debut collection of bags to life”.

The bags were “inspired by the ease and freedom associated with the Self-Portrait brand” and come in two styles — the Bow Mini and the Bow Micro.

Han Chong said: “When thinking about how to launch the Bow Bag, I was feeling quite nostalgic and reflective of the past and kept being drawn to the 90’s, an era when fashion was sweet yet tough, and heavily influenced by music. The origins for this campaign came from such a simple idea born out of a play on words with the name of our new bag.

“There is only one person I knew would be able to fill the role of our lead for this video…Naomi defines not only the era we are paying tribute to through this project, but she represents everything the self-portrait woman stands for — she's strong, independent, provocative, and always authentically herself.”

The campaign is dubbed *The Bow Is Mine* and includes seven images, multiple short vignettes and a 60-second film.
“Rooted in the mood of an inspirational time in fashion and creative cultural history”, the video is set to the original 90's hit record *The Boy Is Mine* by Brandy & Monica.

Directed and captured by Renell Medrano, Naomi Campbell “takes on the confident and provocative leading role, alongside her Bow Bag”.

Shot in a private house in London across a series of rooms, the film presents “a sequence of imagined telephone conversations with only one thing known for certain: the Bow is hers”.

Style by Haley Wollens, Campbell wears pieces from Self-Portrait’s upcoming AW22 collection.

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