

Model wears Horsebit diamond earrings in rose gold and Horsebit diamond bracelet in rose gold



Horsebit diamond bracelet in rose gold



Model wears Horsebit diamond stud earrings in rose gold; Horsebit diamond ring in rose gold



**A MODERN ICON**

The Horsebit symbol has been reinvented with a fresh, contemporary aesthetic in Gucci's new fine jewellery collection, which seamlessly blends the heritage of the emblem with contemporary trends. The gold pieces includes a lariat necklace with clasp closure and two pendants; a chunkier necklace with a large Horsebit pendant, ideal for more statement looks; a cuff bracelet featuring a flex mechanism; two elegant bracelets made by a sequence of Horsebit in a row as a chain; and studs and pendant earrings. The more delicate rose gold and diamond pieces include two intricate rings; a chain; two bracelets; and diamond-studded studs and pendant earrings, all featuring the iconic double-ring-and-bar emblem.

The new collection, and accompanying campaign, shot by photographers Deo Suveera and Pamela Dimitrov, illustrates the timeless elegance of the iconic Horsebit motif, and how it can slot seamlessly into any wardrobe, anywhere.

Discover the new Horsebit fine jewellery collection at [gucci.com](https://www.gucci.com)

# CELEBRATING A STYLE ICON

*As Gucci marks 20 years of its iconic Horsebit fine jewellery line, we take a look at its latest collection*

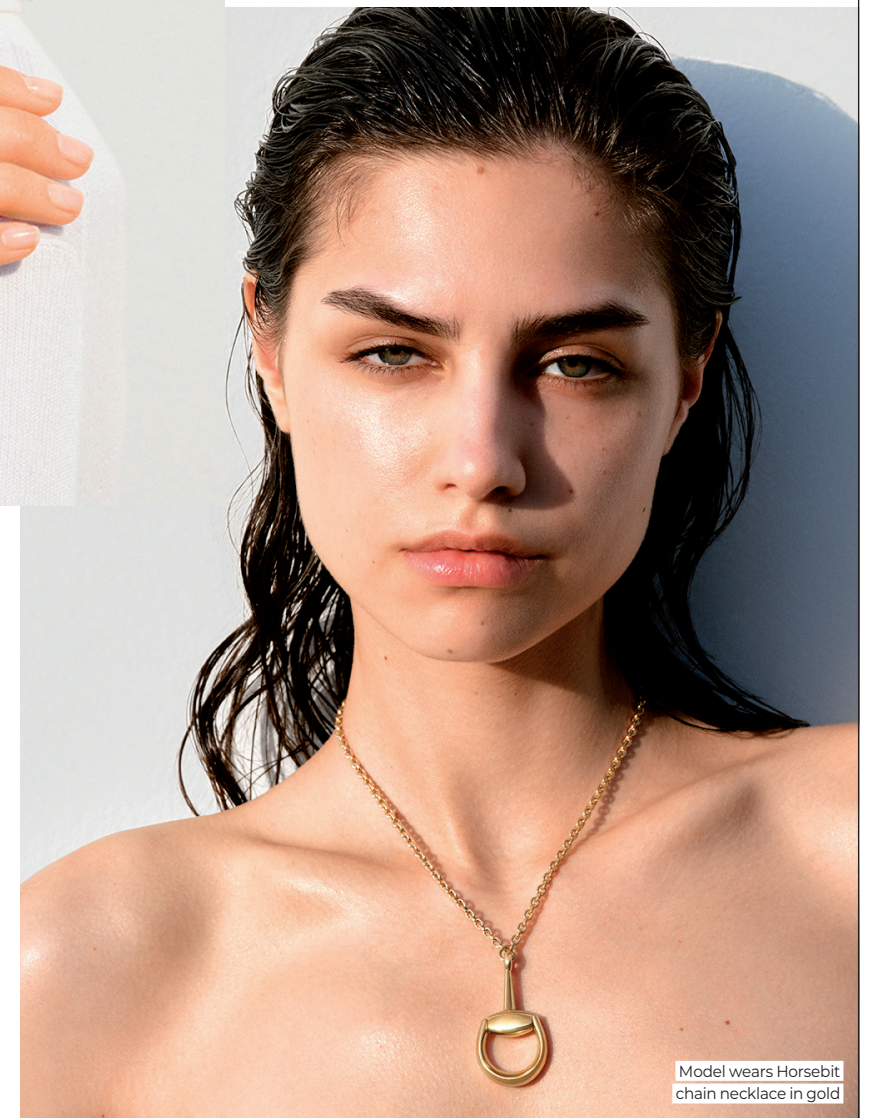
**HERITAGE**

The House of Gucci has long taken inspiration from the elegant equestrian world, with the now-iconic Horsebit emblem first sketched in a Gucci artisan's notebook at the end of the 1940s. The motif went on to adorn its handbags, belts, small leather goods and its beloved Horsebit loafer in 1953, and has become one of the House's most beloved and recognisable symbols.

Later, in the 1970s, the emblem appeared on the House's bracelets and watches, before the Horsebit fine jewellery line was first introduced in 2004. Today, in honour of its 20th anniversary, Gucci has reimagined the Horsebit motif, and reintroduced it in a covetable new fine jewellery collection.



Horsebit bracelet in gold



Model wears Horsebit chain necklace in gold