2021-04-01 digit puzzle

To celebrate 2021-04-01, make the number 20210401 using only the digit 1, together with the following operations (in addition to parentheses):

- Addition: $+$

- Multiplication: $\times$

Your goal is to use as few copies of the digit 1 as possible.

For example, you can make the number 40 by using

$$(1+1) \times (1+1) \times (1+1) \times (1+1+1) + (1+1) \times (1+1) \times (1+1+1+1)$$

This uses 17 copies of the digit 1. (It turns out the best you can do for 40 is to use 11 copies – I leave this as an exercise.)