

TELEVISION

## Versace appears on MTV's House of Style with Jennifer Lopez

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*Jennifer Lopez on House of Style*

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By STAFF REPORTS

Italian fashion label Versace's connection with Jennifer Lopez was discussed on MTV's House of Style, a television show that highlights the interaction between music and fashion.

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In this episode, Ms. Lopez discussed her favorite Versace outfits from her relationship with the brand. These outfits include on-tour stage costumes to awards show dresses, and the episode brings public attention to Ms. Lopez's loyalty to the brand and design and art from Versace.

### House of Versace

The episode begins with Ms. Lopez welcoming viewers to the "J-Lo - Versace Hall of Fame." The room hosts the singer's favorite Versace pieces from over the years.

Ms. Lopez talks about the attachment of Versace with hip-hop and how the relationship stems from hip-hop artists' dream of a better life, of a glitzy and glamorous life, prior to their fame.

She speaks about how the brand stays loyal to its own name, but also incorporates her

style into the pieces.

Ms. Lopez discusses the influence that Versace has had on her and her career and the music industry.



### *House of Style*

She also speaks about Donatella Versace's influence on the brand and the dressing of a superstar or rock star by the designer.

By appearing on TV, brands have the ability to create a relationship with consumers in their homes, through a more detailed and engaging medium. Other brands are also getting their own TV shows.

For instance, U.S. ready-to-wear brand Diane von Furstenberg will host a reality television show competition to find its next brand ambassador.

The show, slated to run on E! later this year, cast eight millennial fashion-conscious women to vie for the opportunity to represent the brand around the world at parties and events. Through this TV show, DVF will not only introduce itself to a younger audience watching at home, but also gain a spokesperson who appeals to a younger demographic ([see story](#)).

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