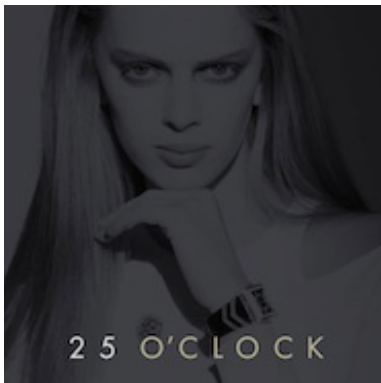


INTERNET

Versace rings in the “luxury hour” to fete latest timepiece

March 24, 2015



Versace's 25 o'clock

By JEN KING

Italian fashion label Versace is celebrating the 25th anniversary of its timepiece collection with a content hub and new wristwatch that examines the brand's codes and ethos.

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Luxury Daily

The content housed on the Versace25 Web site centers on the brand's DV 25 timepiece, created specifically for the anniversary and launched during Baselworld 2015 March 19-26. Both the dedicated Web site and the DV 25 represent the ideology of “25 o'clock,” described by the brand as being “the hour of luxury.”

"Versace 25 offers an extraordinary vision," said David Benattar, CEO of [Hyperbolic](#), a New York-based creative agency. "More than a watch, it is marketing as a gateway into a new dimension, the 25th hour.

"It will certainly resonate today's luxury consumer and its quest for a new reality," he said.

Mr. Benattar is not affiliated with Versace, but agreed to comment as an industry expert.

Versace was unable to comment directly.

Luxury o'clock

In the weeks before Baselworld began March 19, Versace teased its DV 25 watch and accompanying content site on social media. Doing so increased anticipation since many of the images, and the videos housed on the site, are relatively vague and did not give much of the watch's design away.

Versace's Versace25 Web site opens with a close-up view of a woman's eye with text that reads "25 o'clock" in large font with smaller copy that reads, "Rewrite the rules of time. Join us on a journey into that magic moment when everything turns from a dream to reality. 25 o'clock, the time of style. Nothing will be the same anymore." The text is followed by a prompt that encourages the consumer to "scroll to read the story."



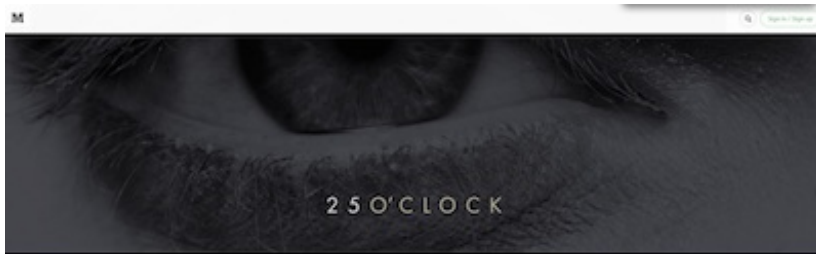
Opening slide for Versace's 25 o'clock site

The first slide is dedicated to "Beauty" and includes a 10-second video and copy that reads, "Beauty defines who you are and what you want. It's a state of mind and it lasts forever." The consumer is then encouraged to continue reading about Beauty on Medium, a blog-publishing platform founded by Twitter co-founders, Evan Williams and Biz Stone in 2012.

On Medium's Web site Versace discusses how Beauty reflects within the house's codes and its relation to the 25th hour. For example, one paragraph reads, "The passing of time is suspended in the 25th hour. Here, beauty becomes eternal."

"I've always been a huge fan of branded social journalism," Mr. Benattar said. "I believe it elevates brands to a whole different level, from being merchants to standing for something bigger than stores and products.

"So I applaud Versace's work, even if I would suggest a better moderation of the social media activities," he said.



Beauty

Beauty defines who you are and what you want. It's a state of mind and it lasts forever.

Versace's Beauty post on Medium for 25 o'clock

This format is continued on Versace25's main site with sections devoted to "defiance," "fascination," "flair" and ends with a page titled "The time of style." The 52-second Time of Style video gives the consumer the best view of the DV 25 timepiece.

Embedded Video: <https://www.youtube.com/embed/6FETHrjvL9Q>

Versace 25 o'clock - The time of style

Versace's new timepiece celebrates time itself and was created by artistic director Donatella Versace. The timepiece images 25 o'clock, "a time that goes beyond time. It is the hour of luxury, a moment that can be felt at any hour of the day."

The codes of Versace are evident throughout the watch's appearance including the Greek key design that decorates the face and top ring, in a modern square shape. DV 25 is available with either four diamonds on the face, or a limited-edition version that is trimmed with diamonds on the top ring.

With an 18-karat gold case, the DV 25 is available in either white or black alligator leather.



DV 25 timepiece by Versace

After Baselworld ends, Versace will offer the DV 25 in its boutiques in locations such as New York, Milan, Hong Kong and Singapore.

Basel debuts

With the industry completely focused on Baselworld and new releases from jewelers, watchmakers and fashion houses, the festival is an ideal time to unveil the latest a brand has to offer.

Last year, Versace introduced a new collection of women's wrist watches through a dedicated Pinterest board to expand awareness for its entire range of timepieces.

Officially debuting at Baselworld in Basel, Switzerland, March 27 through April 3, Versace's Pinterest board allowed consumers not attending the watch fair to explore the new collection before it hit retail locations. Touting a new watch also drove traffic to the Pinterest board where consumers could repin other watches available from Versace ([see story](#)).

So far Baselworld 2015 has seen a merger between high-end fashion and wearable technologies.

For instance, Italian fashion label Gucci is taking on the latest technology with a new smartwatch created in collaboration with rapper Will.i.am.

With many tech and luxury brands introducing their own smartwatches and smart bands, it makes sense that Gucci is getting in on the trend while it is still fresh. Working with a celebrity will help the product stand out and appeal to a wide range of consumers, giving Gucci an edge over its competitors ([see story](#)).

Since there is no clear path to purchase, consumers may not follow through to buy the DV 25 timepiece.

"[This is] a perception campaign," Mr. Benattar said. "The imagery is sublime, the direction is as high end and aspirational as one can be, with an ethereal quality that speaks highly of Versace luxury know how.

"As of selling watches directly from that experience, it is not the point and Versace probably has specific business reasons for not having included a 'buy now' button," he said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/y5BWLk3gBEQ>