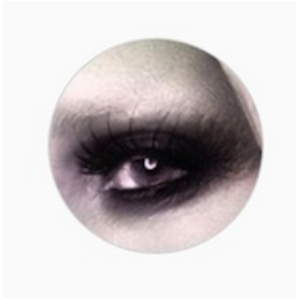


MOBILE

Donatella Versace creates own Instagram account to share thoughts, insights

December 2, 2015



Donatella Versace's Instagram profile image

By STAFF REPORTS

Donatella Versace, the creative director of Italian fashion label Versace, is the latest leading designer to create a personal Instagram account.

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Ms. Versace, who took the reins of the house creatively after the untimely death of her brother Gianni Versace in 1997, had formerly used the brand's official Instagram for mixed personal and professional use. Social media, Instagram especially, has given fashion creatives more facetime with consumers and has allowed for personal engagement that otherwise would have been reserved for candid interviews in the past.

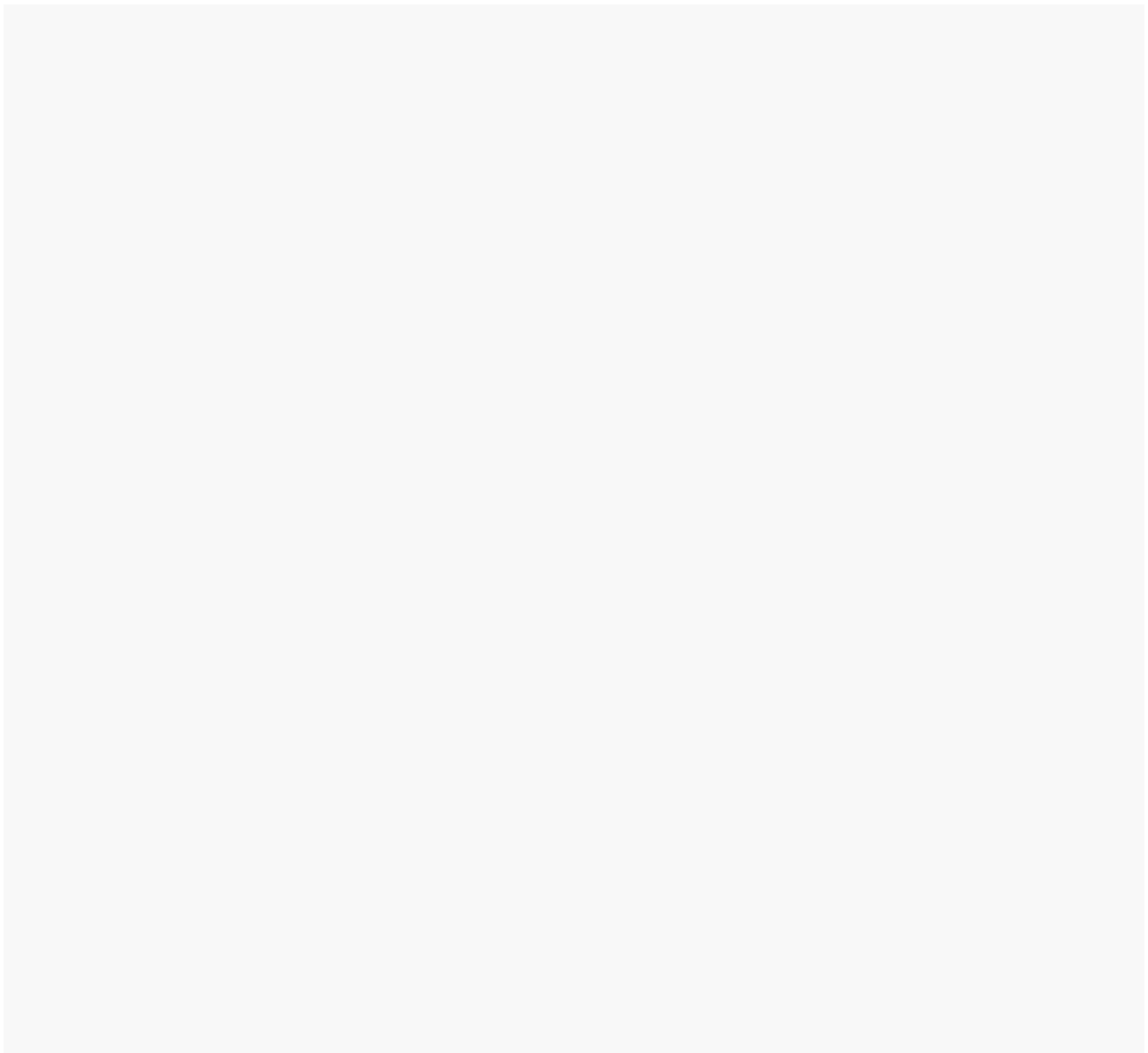
Designers on IG

Versace's official Instagram account has 4 million followers and 1,563 posts as of press time. Images include collection pieces, advertorials and magazine covers, runway photos and photos of the brand's wares worn by celebrities on-the-go and at red carpet and other high-profile events.

Although not very frequently, Ms. Versace would use the account to post images of her own, such as a bouquet of flowers or shots from dinner with friends. At the end of personalized posts Ms. Versace would include her name or her initials to tell followers that the image shared came directly from her.

Through her own account, using the handle @Donatella_Versace, Ms. Versace will share images from her life, moments from behind-the-scenes as well as her thoughts and opinions and musical or other cultural passions. Overall, the posts shared will show Ms. Versace not only as a creative director and businesswoman, but as an inspiration to women around the world for her "passion, dedication and energy for life."

As of press time, Ms. Versace had 16,300 followers, was following only two account, @Versace_Official and @Versus_Versace, and had shared only a single post. In the post, Ms. Versace poses with model Gigi Hadid for a selfie with a caption that reads, "Hey guys, here I am!"



Hey guys, here I am! x #TeamDV @gigihadid

A photo posted by Donatella Versace (@donatella_versace) on Dec 2, 2015 at 4:57am PST

The profile's biography reads, "Donatella Versace. Me, Donatella. I believe in individuality and the freedom to be whoever you want to be. And by the way I am the designer" with a link to Versace's Web site.

Versace's Instagram account will remain a place for the latest news and exclusives from the brand.

As luxury houses are becoming more active on social media, so are their creative directors, many of whom have established their own accounts separate from their brands, featuring a mix of personal and professional content. The social media profiles of fashion brands are carefully orchestrated to portray a certain image, which may or may not be upheld by their creative heads as they post on their own ([see story](#)).

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