

ADVERTISING

Versace asserts codes of strength in spring/summer effort

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Versace spring/summer 2016

By STAFF REPORTS

Italian fashion label Versace is exploring its ethos of individuality and empowerment in a campaign for the spring/summer 2016 season.

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Shot by photographer Steven Klein, the effort takes Versace to the Salt Flats of California, letting the colors of the collection pop against the mainly white background. The campaign's concept was conceived by artistic director Donatella Versace who often emphasizes empowerment and individuality in the brand's marketing communications.

Strength for spring

Versace's spring/summer effort features a male and female version, styled by David Bradshaw and Jacob Kjeldgaard, respectively.

The women's campaign shows models Gigi Hadid, Raquel Zimmerman and Natasha Poly standing and lounging on the Salt Flats. In the background, martial artist Lukasz Grabowski appears to heighten the sense of strength and empowerment.



Versace spring/summer 2016, women's

Versace selected these women because of their strong sense of self and proud beliefs, essential elements of a

Versace woman. In a statement, Ms. Versace said, "This is the Versace woman today, an individual who is proud of her own character. I love Gigi, Raquel and Natasha and everything they stand for."

Likewise, the male campaign features models Benjamin Benedek, Nathaniel Visser and Mr. Grabowski. This edit of the campaign is meant to capture the "mood of adventure found in the collection of fluid tailoring and long layers," with Ms. Versace explaining that the ads show "the Versace man at his most dramatic, fearless and strong."



Versace spring/summer 2016, men's

Just last week, Ms. Versace announced her own Instagram account where she will be sharing behind-the-scenes photos and insights into her daily thoughts and creative process. The first images to be shared were taken with Ms. Hadid during the spring/summer 2016 campaign shoot ([see story](#)).

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