

INTERNET

Versace creates desirability for It bag with models of the moment

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Video still from Versace's Palazzo Empire film

By SARAH JONES

Italian fashion label Versace is inspiring lust for its Palazzo Empire bag with a sultry campaign video.

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Starring in-demand models Rosie Huntington Whiteley, Bella Hadid and Stella Maxwell, the short film depicts a seduction between handbag and heroine. The manner in which each It girl interacts with the bag is meant to portray the bag's varied strengths.

Versace was unable to comment directly before press deadline.

Sartorial seduction

At the start of the short film, directed by Gordon von Steiner, a calfskin Palazzo Empire bag rests on a glossy black table in a seemingly empty room. Ms. Huntington Whiteley emerges from the end of the long table and crawls up onto it, moving on her hands and knees toward the accessory.

As she does so, the track "Ego" by Louisahhh picks up.

In cuts, the other two models are depicted stalking out the bag in a similar fashion. The women eventually reach the handbag, and they handle it with care, caressing it or holding it close.

In another scene, the three models sit around the same table, each with a respective bag. They eye each other before slipping off their leather gloves, giving in to temptation.

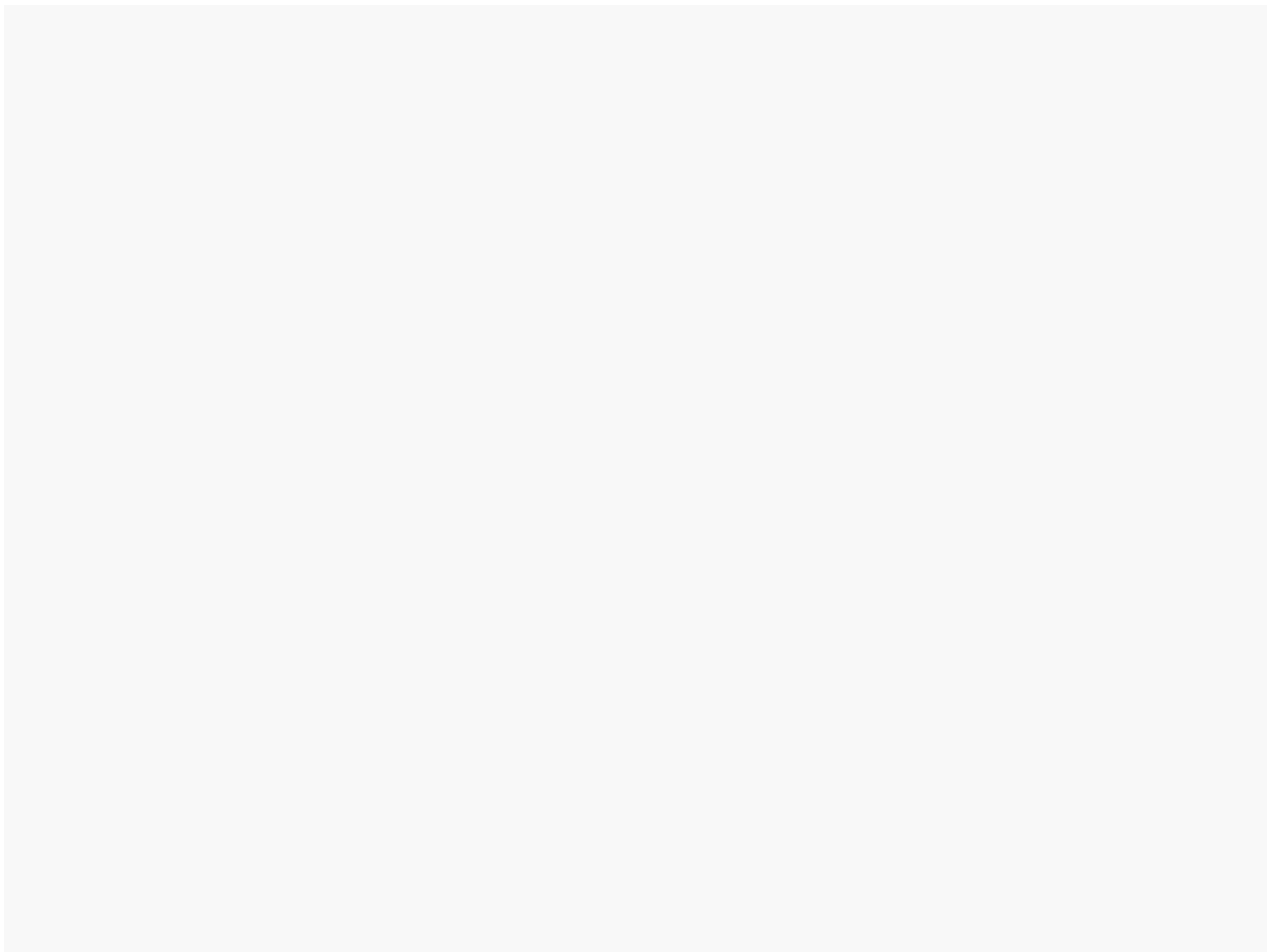
As the models finally touch the bag's Medusa-shaped clasp bare handed, the pleasure on their faces is apparent.

The short ends with a close-up of a woman clasping one of the bags, preparing to go out into the "urban jungle."

Versace Palazzo Empire Bag

Giovanni Bianco from GB65 served as the creative director for the film.

As Versace premiered the film, house creative director Donatella Versace weighed in on her recently created personal Instagram account. She shared behind-the-scenes images of the models, tagging them in the post.



My girls are ready for a big reveal... #VersacePalazzoEmpire... Stay tuned. Love you @rosiehw @bellahadid @stellamaxwell

A photo posted by Donatella Versace (@donatella_versace) on Feb 22, 2016 at 8:46am PST

All of the models featured are Instagram famous, with followers that range in the millions.

Available in calfskin, crocodile or python, the Palazzo Empire is new for spring/summer 2016. The handbag can be carried as a top handle or across the body with a longer strap.

Objects of desire

The impulsive relationship between a woman and her accessories is frequently explored through campaigns.

For instance, footwear and accessories label Christian Louboutin built intrigue around its spring collection with a murderous plot.

Turning consumers into the detectives themselves, "Who Killed Amazoula?" told the tale of a glamorous Parisian's demise as it follows those attempting to solve the mystery of her death. Throughout the short, Christian Louboutin was able to naturally show off its spring/summer 2016 collection as the gumshoes gathered evidence in the victim's apartment ([see story](#)).

Seduction is also a key theme in fragrance marketing.

French fashion label Kenzo introduced its perfume, Jeu d'Adour, through a digital poker-themed campaign.

In addition to a social video that follows a flirty game of poker between a man and woman, Kenzo created a Facebook application game for consumers to actively participate in the campaign. Since there is no ecommerce tied to the effort, creating a level of interaction with the product may help the product information stick with consumers, and inspire them to go find the perfume in stores ([see story](#)).

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