

EVENTS/CAUSES

Versace tasks design enthusiasts with creation of 7 It bags

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Versace's 7 Bags for 7 Cities contest

By STAFF REPORTS

Italian fashion house Versace is scouting talent from its fans to design a series of handbags using the new Palazzo Empire purse as the basis.

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Versace is asking consumers with an eye for handbag design to use not only the Palazzo Empire as a reference, but also one of seven international cities as inspiration to create "7 Bags for 7 Cities." Sourcing design submissions from consumers is a common trait among branded contests, and for an industry troubled by a lack of emerging talents, the format may result in cultivating up-and-coming designers.

International It bag

The Palazzo Empire was promoted through a sultry campaign video starring in-demand models Rosie Huntington Whiteley, Bella Hadid and Stella Maxwell.

Versace's narrative 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.

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 ([see story](#)).

Versace Palazzo Empire Bag

Shared to Versace's social accounts, the brand introduces the 7 Bags for 7 Cities design contest as "exclusive" and meant to celebrate the Palazzo Empire handbag. A link provided within its social media posts directs interested consumers to the microsite created for the handbag collection.

Here, a Palazzo Empire handbag is positioned in front of a line drawing of cityscape. The line drawing represents seven international cities and include landmarks from Beijing, Hong Kong, Milan, New York, Paris, Sao Paulo and Tokyo.



Promotional image for the 7 Bags for 7 Cities contest

On the Web page for the contest, Versace informs consumers that the grand prize for winning designs will be a trip to Milan Fashion Week and a ticket to the brand's runway presentation. Ten of each design will also be made and sold at Versace boutiques within the seven selected cities.

A field below asks for consumers to share their email with Versace. The data is collected to gauge interest in Versace's brand, but also will keep consumers informed about the contest details as they unfold.

The contest page can be found [here](#).

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