

COMMERCE

Versace welcomes home interiors collection to further brand DNA

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Versace Home boutique in Milan

By STAFF REPORTS

Italian fashion label Versace is taking over full control of its home dcor collection, moving that division of its brand in-house.

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Versace Home has been producing its own textiles from its beginning in 1992, but the brand relied on partnerships with Cassina Contract and Nemo to produce its furniture and lighting. By internalizing its home business, Versace is looking to further the growth it has seen, owning and operating its entire brand world.

Home base

With this move, Versace will now oversee the entire lifespan of its home collection, from creative concept to sales and distribution through its own channels and partner dealers.

Versace has unveiled the two first home furnishing pieces from its in-house line.

The Via Ges Palazzo Empire sofa takes elements from its Palazzo Empire bag for spring/summer 2016 collection. The nappa leather couch in a sky blue features lacquered arms shaped like Medusa heads.



Via Ges Palazzo Empire sofa

Meseida is an outdoor-ready climate-proof chair made of aluminum. Celebrating the global appeal of the chair, Versace took to social media, sharing snapshots from international destinations.

"Versace Home has been part of Versace DNA since the very beginning," said Gian Giacomo Ferraris, CEO of Versace in a statement. "To bring it in-house is a natural step forward to pursue our strategy to increase and further develop the Company. Versace Home is an important asset for the brand and will improve its potential in-house".

Balking the license trend, a number of companies have sought complete control over all categories by moving operations in-house.

In 2014, Kering announced plans to take back control of its eyewear business to capitalize on the full value of that segment of its business.

The luxury conglomerate realized the potential market for its eyewear, and decided to set up a new business model that allows for the entire process, from development to marketing to be handled in-house. This will allow each brand to develop its eyewear using the same strategy and positioning used for the rest of its merchandise ([see story](#)).

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