

APPAREL AND ACCESSORIES

Versace transitions runway to reality in Bruce Weber-lensed campaign

June 6, 2016



Versace's fall/winter 2016 ad campaign

By STAFF REPORTS

Italian fashion label Versace is showing how its designs fit a range of occasions in its fall/winter 2016 effort.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Shot in Chicago, the advertisements depict everything from glamorous photo shoots to millennial families on the move. The campaign represents a reunion between creative director Donatella Versace and photographer Bruce Weber, who last worked with the brand 17 years ago.

Family-centric reunion

For this season, Versace tapped It girl models Karlie Kloss and Gigi Hadid, as well as up-and-coming modeling talent Dilone. The women appear in frames next to male models Trevor Signorino, Charlie Kennedy and Marcus Watts and discovered talent ranging from a bodyguard to singers and dancers.

Both Ms. Hadid and Ms. Kloss are shown as part of a family unit, depicted with their partners and small children.



Versace fall/winter 2016 ad campaign

Other scenes take a decidedly flashier look, with Ms. Kloss seen in one wearing an evening gown and surrounded by a group of men holding out the brand's Palazzo handbags to her.

"When I first spoke with Donatella about going to Chicago she said, simply, 'Yes, let's pack up and go!'" Mr. Weber said in a brand statement. "Donatella has always been an adventurer and not only does she treat me like a prince,

she treats me like family - and the feeling is mutual.

"The most important thing to me, after all these year, is that we can still laugh together," he said.



Versace fall/winter 2016 ad campaign

Mr. Weber first worked with Versace on an ad campaign in 1990, establishing a collaboration that produced many images that spoke to pop culture and fashion history.

"Bruce Weber is the true master of our times," Ms. Versace said. "His photography is deeply personal and rich, a reflection of the world as he sees it.

"It has been my pleasure to enter once again into that world for this Versace campaign," she said. "With this new campaign, Bruce gave me my history back."

Versace's campaign will run in print and digital media, including the brand's social channels. A series of short films shot by Mr. Weber will be released, with a director's cut premiering at the label's menswear show in June.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.