

APPAREL AND ACCESSORIES

Versus Versace courts Zayn's global fanbase with collaborative collection

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Zayn Malik with Donatella Versace

By STAFF REPORTS

Italian fashion label Versus Versace has tapped pop star Zayn Malik as a clothing designer and face of the brand.

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The One Direction alum who has forged a solo career will work alongside Donatella Versace to develop a capsule collection for men and women that will launch in-stores and online in May 2017. Leveraging his global fame, the singer will also star in the next two Versus Versace advertising campaigns.

Pop appeal

Zayn x Versus Versace will debut in front of buyers and the media next spring. At retail, a portion of the proceeds from the apparel collection will go to charity.

In February, Versus Versace will debut its spring/summer 2017 advertising campaign, the first of two campaigns to feature Mr. Malik. The second effort will premiere later in 2017.

"Zayn is one of the most exciting personalities on the world stage right now," said Ms. Versace in a statement.

"When we first met, he told me how much he loves fashion," she said. "I thought it would be fantastic to collaborate on a new Versus collection together.

"And, given Zayn's huge fan base around the world, I expect there will be a lot of excitement about what we create together."



Zayn for Versus Versace

The feeling is mutual. According to [Vogue Runway](#), Mr. Malik sat front row at the brand's most recently show.

"I think Versus has always been a very cool brand," Mr. Malik said. "It's a great brand for me and for people in my generation.

"I've always wanted to design clothes, and there's no brand I'd rather design for than Versus," he said. "The bonus is that I get to collaborate with Donatella, whom I love and admire. I know we'll create something amazing."

Since former Versus Versace creative director Anthony Vaccarello departed for Saint Laurent ([see story](#)), an in-house team has been designing for Versus.

Other brands have made up for a lack of creative director with celebrity designers, connecting collections with individual personalities. For instance, while Mulberry was without a creative director, it turned to It girl model Cara Delevingne for a handbag collection ([see story](#)).

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