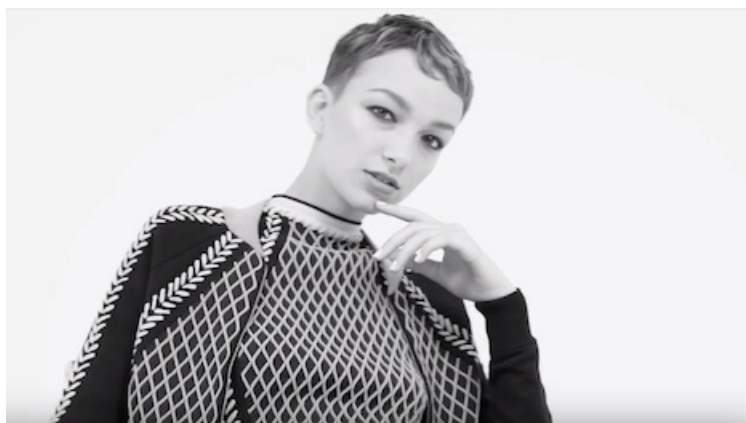


APPAREL AND ACCESSORIES

Versace trots the globe in style, showcasing individual city street fashion

November 8, 2016



Versace's The World is my Beat campaign

By BRIELLE JAEKEL

Italian fashion house Versace is putting a spotlight on street style from around the globe for its The World is My Beat campaign.

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Versace is bringing street style to the studio with a series of videos, photographs and campaign content that pulls trends from the streets of varying cities. The fashion house has created a guide to street style in the most interesting fashion-forward cities but focusing on Versace pieces.

"While everything featuring the Versace name is inherently unique, this campaign does not tread on entirely uncharted territory," said Jason B. Cohen, chief creative officer at **The O Group**. "However, the degree to which the campaign articulates the thinking and design intent behind the collection and brings it to life with photography, video and music is unusually transparent for the luxury category."

Mr. Cohen is not affiliated with Versace, but agreed to comment as an industry expert. Versace was reached for comment.

Globe trotter

The World is My Beat is a campaign from **Versace** that hopes to convey an image of a jetsetter and world traveler. **Versace** is essentially taking at-home consumers to tour its fashion from around the world with the online campaign.

Cities such as Milan, Hong Kong, New York, Beijing and Tokyo are some of the few fashion powerhouse locations that Versace is profiling. Each city has its own campaign content, which incorporates Versace pieces into local style.

A carousel platform on Versace's Web site shows off content from each city, in a manner that allows users to scroll through each location.

For instance, for Milan, a video opens with a quote from Donatella Versace that says, "Milan continues to inspire me everyday," followed by close-up footage panning models' outfits that represent the city. Footage of the models is interspersed with shots of the city and its architecture, along with adjectives that represent Milan's style such as "sartorial," "glamorous" and "progressive."



Versace's video for Tokyo

Every city has a video that follows the same formula. Each features looks respective to their culture, a quote from Ms. Versace, cityscapes and adjectives.

For instance, New York's video opens with the quote "New York is the most exciting city for me," and features adjectives such as "authentic," "ambitious" and "untamed."

Each city's page features a short description of the location's style, such as New York's summary reading, "Eagerness, personality and ambition drive rushing crowds from the Upper East side to 5th Ave, Soho, and all across the city. NYC speaks opportunity and the fashion scene reflects it."



Versace's photograph of New York cityscape

The pages also feature four items from the city's video, which fans can purchase.

An overall campaign video splices clips from each city's video together to get an overall feel for the Versace brand on a global level.

Global goals

The Italian fashion label also recently tapped pop star Zayn Malik as a clothing designer and face of the brand.

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 ([see more](#)).

Versace also told its recent history through visual storytelling in a soon-to-be published tome.

Written by Donatella Versace, Maria Luisa Frisa and Stefano Tonchi, the retrospective hardcover illustrates the Versace brand under the creative direction of Ms. Versace. In 1997, after the murder of her brother, Gianni Versace, the founding designer of the house, Ms. Versace took over the creative reigns to ensure the preservation of Mr. Versace's legacy ([see more](#)).

"Drawing inspiration from travel has been a hallmark of luxury since its inception," Mr. Cohen said. "My assumption is that Versace is dialing into the globe-hopping, jetset mentality of its audience.

"Perhaps they're also playing upon the popularity of street style to position the brand as the in-the-know style makers

and trendsetters they truly are," he said. "A worldwide campaign identifying with key fashion cities aligns the interests of the brand's spokesperson with its consumers and evokes a curatorial experience for Web site users."

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