

APPAREL AND ACCESSORIES

## Versace gift factory populated by Santa's posh helpers

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Still for Versace's holiday 2016 video

By STAFF REPORTS

Italian fashion label Versace is putting a high-fashion spin on how presents are delivered for its holiday 2016 campaign.

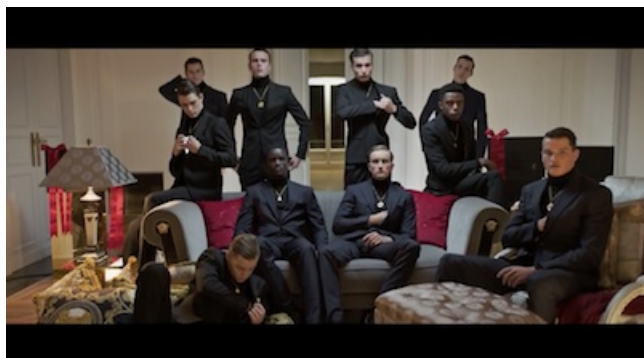
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In a teaser effort, Versace introduces consumers to a cast of men all dressed in matching black outfits and accessorized with a gold chain and pendant seated on and around a small couch. The men are all seen occupying themselves with their mobile devices before a woman's heels on marble flooring captures the attention, but the teaser film concludes as the double doors are closed.

### Helping hands

Versace's holiday video begins with a mosaic Medusa head shown under a spotlight. The perspective is changed to show a woman walking across the mosaic to reach the other side of a courtyard.

The film then cuts to the cast of men, who enter a Versace boutique in single file. As the men take apparel, shoes and other accessories from the displays, the woman is shown slowing walking up a grand staircase.



Video still from Versace's teaser for holiday 2016

In the next frame, the men who appear robotic, package the items taken from the Versace boutique. Each man

packages a Versace item in a black box before it is passed to another group of helpers in a second room.

After being handed off the boxes receive a red bow and a white card. As the scene continues it is shown that "Aspen" and "Monte Carlo" are written on the gift card.

Next, the men are seen struggling to fit a clothing rack into the elevator positioned by the stairs the woman walked up. This scene is followed by a package being carried off and the woman entering the elevator from the ground floor.

Versace's holiday video ends with the woman pressing her red lips against the package's card. As the camera pans outward, the woman is shown with the present to her side and surrounded by her Versace helpers.

*#VersaceHolidays 2016 / Versace Gift Factory*

How gifts are made or delivered is a popular theme among holiday marketing.

For instance, Germany's Montblanc is unboxing the magic of craft in a digital claymation narrative meant to encourage holiday gifting while promoting the brand's quality goods.

In its holiday 2016 campaign, Montblanc demonstrates how its materials are worked into distinctive gifts by its skilled craftspeople. Holiday marketing in the luxury space often relies on this type of artisan tale to promote its goods as ideal, thoughtful gift options ([see story](#)).

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