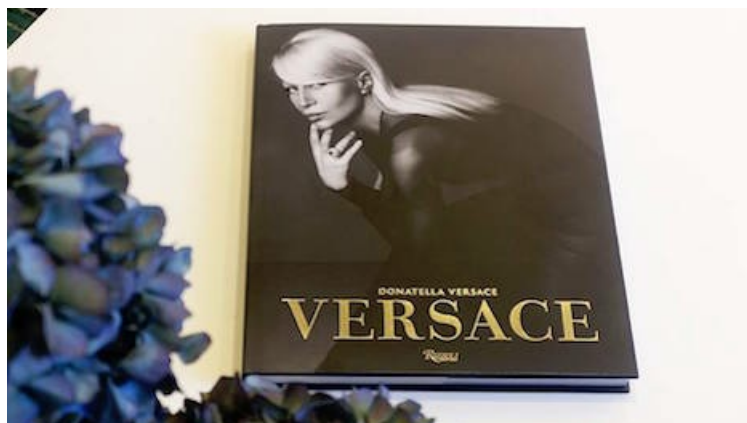


APPAREL AND ACCESSORIES

## Donatella Versace holds meet-and-greets at Harrods, Versace flagships

December 6, 2016



*Versace by Donatella Versace, published by Rizzoli*

By STAFF REPORTS

Fashion designer Donatella Versace is going on tour to promote the first book documenting her career and vision for the house of Versace.

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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.

Signed by Donatella

Ms. Versace's long-awaited memoir chronicles her interpretation of the brand, bringing it into the 21st century.

Published by Rizzoli, the tome includes exclusive contemporary and archival imagery of the Versace runway and behind-the-scenes at its atelier in Milan. Textual contributions include original essays penned by friends of the brand as well as photography by Richard Avedon, Irving Penn and Steven Meisel, among others ([see story](#)).



*Donatella Versace*

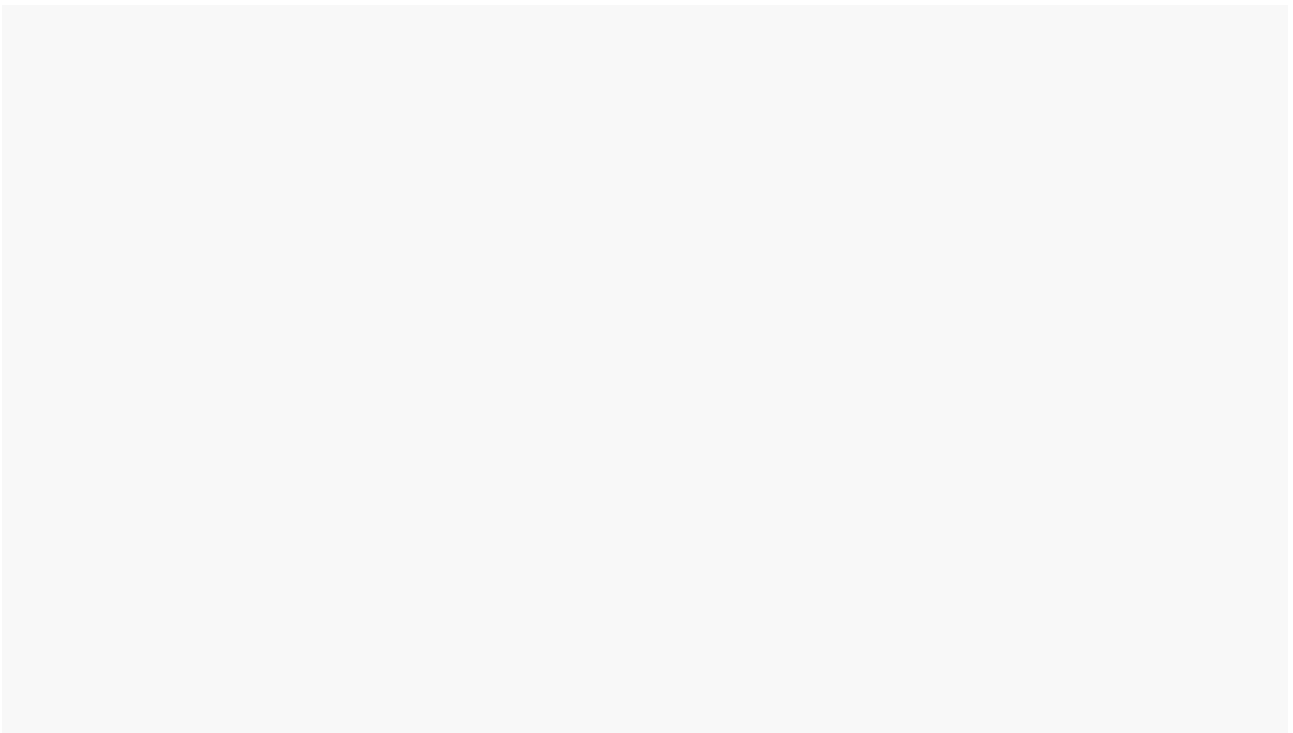
Now that the book is available for purchase, Ms. Versace has set out on an international tour to promote the memoir and meet her fans. With stops in London, New York and Milan, Ms. Versace is using her personal Instagram account, as well as the brand's, to keep her followers informed.

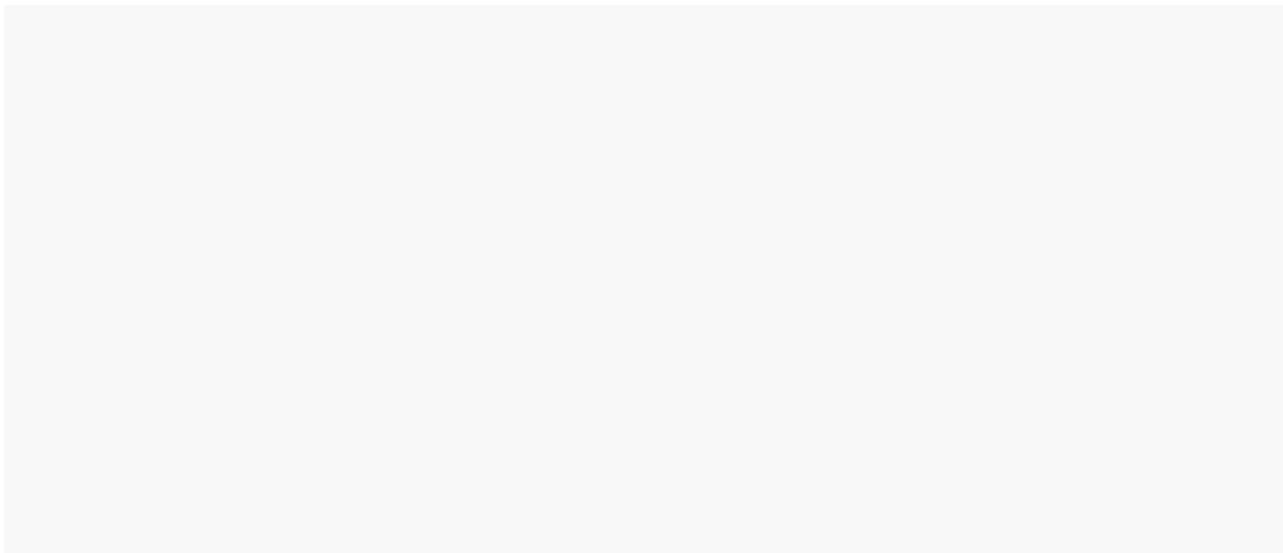
The fashion designer's first stop Dec. 5 was London where Ms. Versace held a book signing at Harrods department store. To keep the brand at the forefront of her visit, the signing was held within Versace's Harrods boutique.

Consumers who were among the first 50 to visit the Versace boutique with their Harrods bookstore receipt were able to meet Ms. Versace.

Later that evening, Ms. Versace headed to the Victoria & Albert Museum where she held a presentation and fireside chat with Tim Blanks, editor-at-large of Business of Fashion.

Ms. Versace's next stop will be New York on Dec. 8 at its Fifth Avenue flagship boutique. Similar to her London signing, the first 75 consumers to purchase the book at the boutique from 10 a.m. Dec. 8 have the chance to have Ms. Versace sign their copy later on at 6 p.m.





Hi London! @donatella\_versace will be at @Harrods on Monday 5th December for her book signing. Come purchase your copy of her new book, VERSACE before Monday. Be among the first 50 customers to visit the #Versace Harrods boutique [International Designer Room 4, 1st floor] on Monday 5th December from 10 AM, with your book and Harrods receipt to meet Donatella Versace. For more information please call the Harrods bookshop at +44 (0)20 77301234. #HARRODSxVERSACE #DVBOOKTOUR

A video posted by Versace (@versace\_official) on Dec 3, 2016 at 10:07am PST

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