

APPAREL AND ACCESSORIES

Versace horses around in Kentucky in spring ads

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Versace's spring/summer 2017 campaign

By STAFF REPORTS

Italian fashion label Versace is taking an equestrian turn for its spring/summer 2017 advertising campaign.

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In the effort, shot in Kentucky by photographer Bruce Weber and art directed by Sam Shahid, casts horses as central characters. An affluent pastime, equestrian sports are a means to connect with luxury's target audience.

Giddyap

In one shot model Edie Campbell, a passionate and competitive horseback rider in her spare time, is seen balancing on the back of a steed in bare feet. Her billowing coat blows behind her, mirroring the horse's tail.



Image from Versace's spring/summer 2017 campaign

Another frame catches Ms. Campbell and her co-star Anna Ewers hosing down a horse in high fashion suiting.

VERSACE



Image from Versace's spring/summer 2017 ads

Models are also seen showing affection for the animals, whether kissing their heads or putting an arm around them.



VERSACE

Image from Versace's spring/summer 2017 ads

Including animals in an advertisement enlivens the effort and adds a touch of whimsy and

For instance, Gucci's ads frequently incorporate live versions of its motifs, with its most recent campaign seeing its collection "collide with big cats and other animals." The effort was filmed in Piazza Navona, Rome's fountains and the Aqueduct Claudio.

In the video component, set to "Amore Disperato Nada" by Varo Venturi, colorful characters are shown eating hamburgers dressed in gowns, lounging about with tigers and lions and partying in a marble fountain ([see story](#)).