

APPAREL AND ACCESSORIES

Versace reaffirms message of equality, love in latest ad effort

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Empowerment is the underlying message of Versace's fall/winter 2017 campaign; Image credit: Versace

By STAFF REPORTS

Italian fashion house Versace is sharing its unity and hope manifesto through its fall/winter 2017 advertising campaign.

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Photographed by Bruce Weber, Versace's latest campaign reaffirms its message of equality, strength and love. Recent efforts by luxury's leading fashion brands such as Christian Dior and Missoni have aligned with similar empowerment messages in a political and social environment ripe with tension.

Campaigns of solidarity

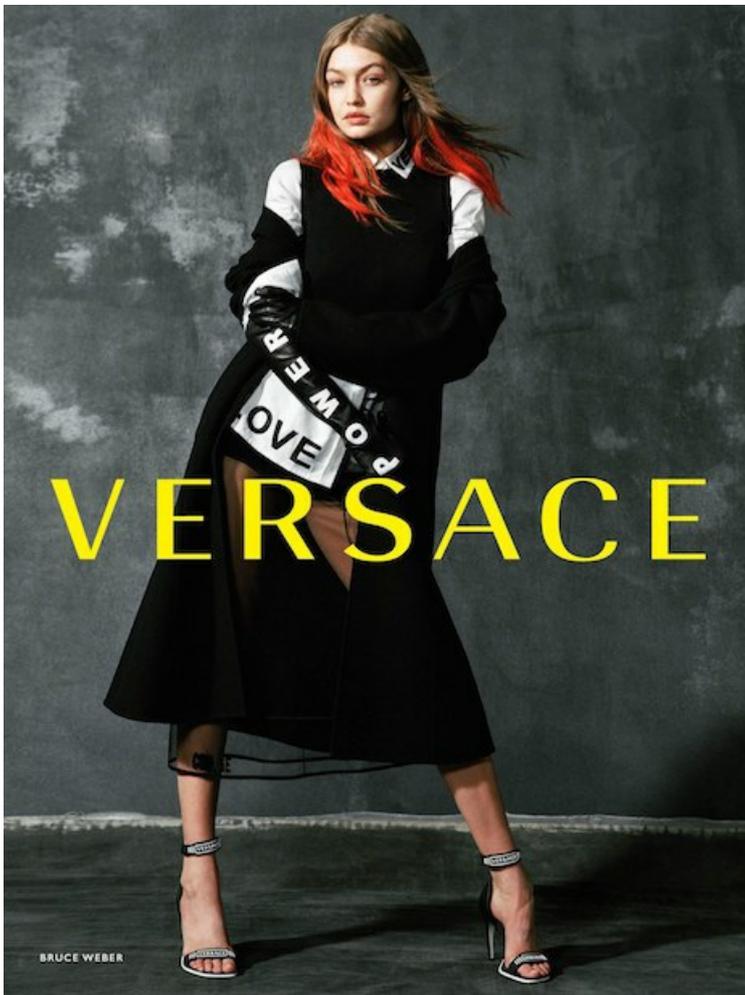
Versace's reaffirming message of empowerment was captured by Mr. Weber, a frequent brand collaborator.

The campaign was conceived by artistic director Donatella Versace and styled by Jacob Kjeldgaard with Sam Shadid serving as the effort's artistic director.

Versace's fall/winter campaign is shot against a grey background that looks as if it were made of a plush gray velvet while the brand's logo appears in a bright yellow font. Models stand alone or together wearing men's and women's apparel and accessories from Versace's fall/winter 2017 collection.

Much of the collection echoes the sentiment of Ms. Versace's message of empowerment.

For example, in one campaign still, model Gigi Hadid, stands alone in a jacket that reads "love" on the edge and gloves that say "power" in white lettering. In a group shot, a model wears a red skull cap that says "equality" along its band.



Gigi Hadid is featured in the fall/winter 2017 campaign; Image credit: Versace

The body language of the models in the fall/winter 2017 campaign also speak to the Versace manifesto.

In a menswear still, for instance, two black models, with fingers intertwined, raise their joined hands into the air. Another, for Versace women's wear, shows a model in four frames with her hand to her ear and different facial expressions as if she were listening or speaking out in support.



Two male models featured in a Bruce Weber-photographed still for Versace fall/winter 2017; Image credit: Versace

High-end fashion designers are using their collections to share social positions and spread messages of female empowerment.

The Dior spring/summer 2017 line, for example, included a slogan t-shirt reading "We should all be feminists" ([see story](#)).

Also, Missoni sent models down the runway Feb. 25 wearing pink knit "pussy hats" to show solidarity with women's issues and human rights violations. The pussy hat has become a symbol of female empowerment and has been

worn at rallies supporting women's rights around the world ([see story](#)).

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