

APPAREL AND ACCESSORIES

Versus Versace's fall campaign spotlights next generation talents

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Versus Versace's fall/winter 2017 campaign. Image credit: Versus Versace

By STAFF REPORTS

Italian fashion label Versus Versace is broadcasting a message of inclusion via its latest advertising campaign.

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Shot by photographer Ben Toms, the brand's fall/winter 2017 effort features a cast of young creatives who represent different subcultures, from rappers to a transgender activist. Lately, Versace has been using its campaigns to make more than a fashion statement.

Coming together

Versus Versace's "Subversus" campaign, produced by Dazed Studio, debuted on its social media channels on Sept. 1.

The cast includes a number of multihyphenates, such as songwriter, skater and graffiti artist Cosmo Pyke, model and transgender activist Hunter Schafer and hip-hop artist and producer Rejjie Snow. Also featured are artist and model Wilson Oryema, actor and rapper Judah Lang, model Lily McMenamy, model and musician Rina Swayama and underground rapper Tommy Genesis.



Tommy Genesis and Rejjie Snow for Versus Versace. Image credit: Versus Versace

In the print effort, these individuals are photographed by themselves, with a series of shots capturing their personalities. A campaign film also shares candid footage.

Versus fall/winter 2017 advertising campaign - Subversus

On Instagram, these individuals are being profiled in short clips. In a short video, Ms. McMenemy confesses to closing a runway show and leaving with the finale ballgown, while Rejjie Snow talks about his work.

Similarly to its sister label Versace, Versus is sharing its unity and hope manifesto through its fall/winter 2017 advertising campaign.

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 ([see story](#)).

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