

APPAREL AND ACCESSORIES

## Versace issues manifesto on power, unity

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*Versace Manifesto campaign. Image credit: Versace*

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By STAFF REPORTS

Italian fashion label Versace is promoting its latest eyewear and timepiece collections through a silent statement of love and diversity.

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The brand's series, filmed by Luca Finotti, finds models linking their hands or locking lips, allowing their amorous actions to speak to Versace's platform for equality and strength. With its recent advertising efforts, Versace has looked to have more than a commercial message, using the platform to speak to larger topics.

R-E-S-P-E-C-T

Versace Manifesto features a series of black-and-white imagery. Depicted as couples, the talent speaks through their hands rather than their words, creating a statement that goes beyond language.

A models' fingers walk the watch-clad arm of a lover, while another pair is depicted engaged in a conversation told only through movement. Throughout, fingers are often shown in the shape of a V, a nod to the brand's name.

At the end of the film, a quarter of models is shown surrounding a structure with the house's Medusa insignia.

Love in a number of forms is shown, including interracial pairings and differing sexual orientations.

*Versace Manifesto*

"No matter who we are or where we come from, this is what I believe today's society should be all about," said Donatella Versace, creative director of the house, in a statement. "Let's stand together in harmony and respect."

This latest effort builds on Versace's purpose-driven fall/winter 2017 ad campaign, which also saw it share its desire for unity and hope.

Photographed by Bruce Weber, Versace's campaign reaffirmed 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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