

APPAREL AND ACCESSORIES

Versace weaves together modeling's past and future

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Gigi Hadid for Versace's spring and summer campaign

By BRIELLE JAEKEL

Italian fashion label Versace is focusing on individuality in its spring/summer 2018 campaign by tapping into supermodel icons alongside the talent of today.

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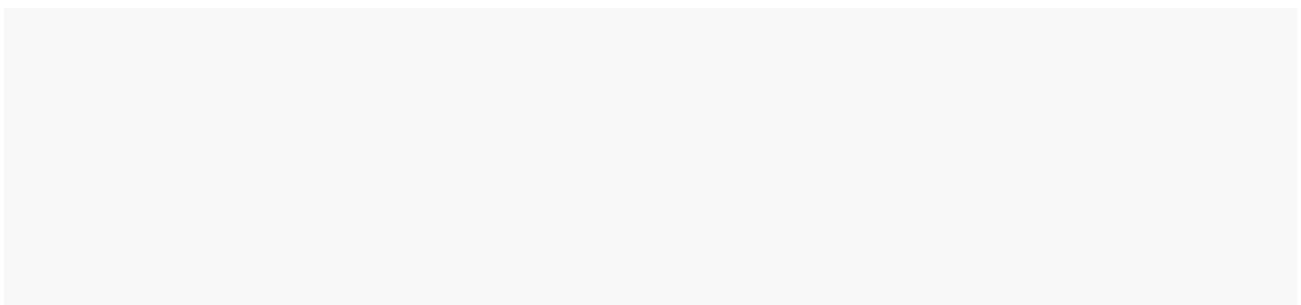
Versace's latest campaign features the biggest names in fashion across the spectrum, with icons from the past and the most predominant faces of today. Each piece celebrates the individual personality of the model in various ways.

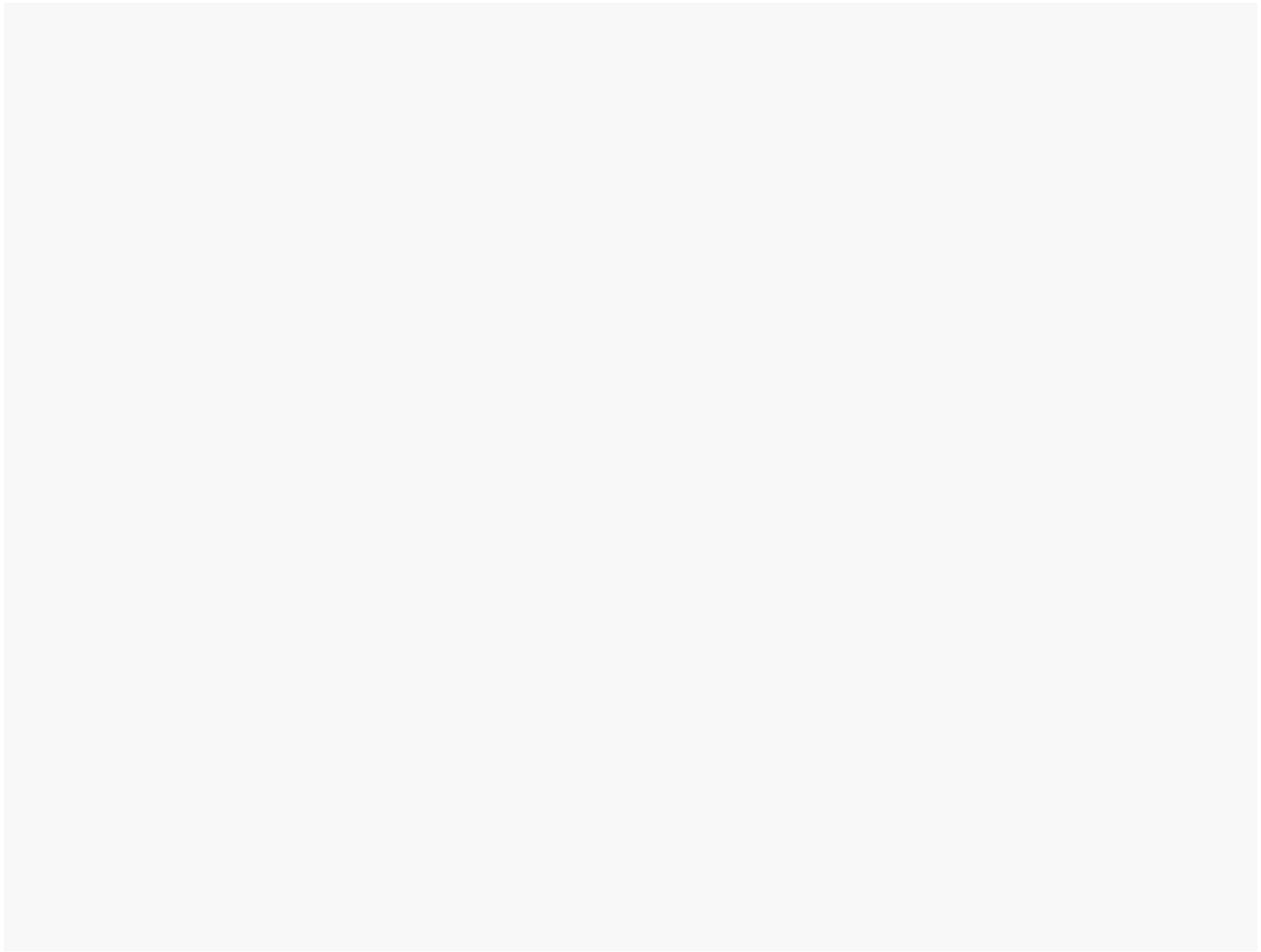
"This campaign represents the link between past and present," said Donatella Versace, artistic director at Versace. "You need to know who you are, and where you are coming from, to build your future."

Versace Versace

In a campaign created by artistic director Donatella Versace, models are featured in poses that capture their unique personality. Versace has explained that the campaign focuses on pure energy with each shot complementing the next.

For instance, Naomi Campbell is featured in a metal mesh gown while embodying the notion that beauty has no restraint in a pose that seems as if the model is singing and dancing.





Everyone is talking about #VersaceVersaceVersace. _ #VersaceTribute #VersaceSS18 #VFamily

A post shared by VERSACE (@versace_official) on Dec 19, 2017 at 12:14pm PST

To celebrate the new generation, a photograph features Kaia Gerber in a Versace T-shirt with wild hair.

Versace's brand believes in creativity, empowerment and inclusivity, which this campaign hopes to emulate.

The campaign features pieces from Donatella's Tribute Collection, which is a modern interpretation of the looks from Versace's beloved late founder, her brother Gianni Versace.

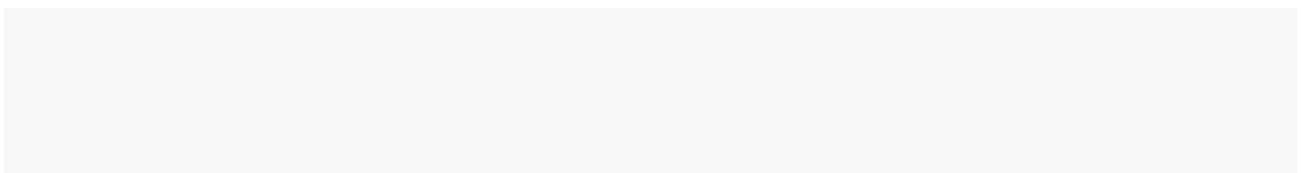
Looking to link together the past and the present, Versace features a lineup of the biggest names in modeling over the past decades.

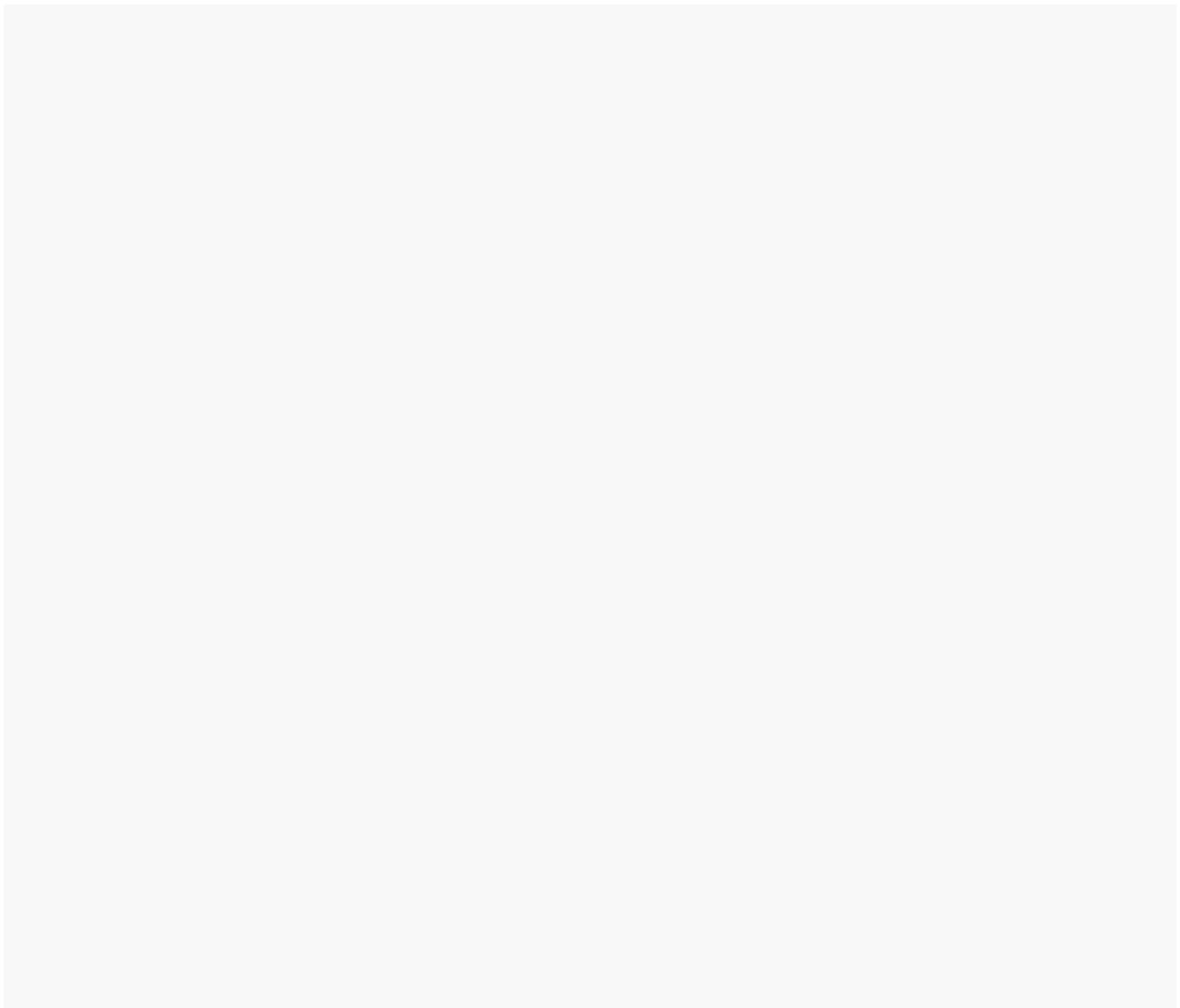
Big names in modeling such as Naomi Campbell, Christy Turlington and Gisele Bündchen are featured alongside "soon-to-be-icons of the future" such as Gigi Hadid, Cara Taylor and Birgit Kos.

The label underwent a similar campaign a few months ago when its tribute T-shirts launched with '90s supermodels, many of which are also featured in this season's campaign as well ([see story](#)).

Photographer Steven Meisel shot the campaign.

Versace also created a variety of videos for the campaign such as a compilation of the entire lineup of star-studded models repeating the name "Versace." This is a reference derived from pop culture, born from song lyrics.





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The fashion label calls its team of designers and model its Versace family and feels as though this is a gathering of the family. The return celebrates the 40th anniversary of the fashion house.

Campaign and content

Versace's diffusion line Versus Versace recently underwent a similar campaign as it broadcast a message of inclusion.

Shot by photographer Ben Toms, the brand's fall/winter 2017 effort featured 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 ([see more](#)).

Versace's tribute collection and spring/summer 2018 campaign comes before the murder of founder Mr. Versace will be serialized in an upcoming television drama.

In 1997, Mr. Versace was murdered outside his Miami estate after returning home from morning errands. The television retelling of Mr. Versace's untimely death is a part of Ryan Murphy's "American Crime Story" series, which debuted with the murder trial of O.J. Simpson ([see more](#)).

"When you are at the head of a brand with such a strong heritage as mine, you can only embrace it," Ms. Versace said. "This is the reason why I wanted to see this iconic super model cast next to the soon-to-be-iconic girls of the future."

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