

APPAREL AND ACCESSORIES

Versace taps into youthful rebellion and independence

January 29, 2018



Versace's Sub Versus 2 campaign follows young people around southern California. Image credit: Versace

By DANNY PARISI

Italian fashion label Versus Versace's latest campaign, "Sub Versus 2," celebrates the individuality and non-conformity of today's youth in a photo and video series following several independent young people in Southern California.

The series takes a nostalgic and subversive look at youth culture, independence and art through the eyes of a group of young people living in Venice Beach. Through their thoughts on art, life, individuality and the world, Versus Versace creates an atmosphere of youthful rebellion and independence to bolster its latest collection.

Spirit of youth

Most definitions of Generation Z place them as being born in the late '90s through the mid 2000s. That means that many of this generation are just now coming of age and beginning to enter into the larger world.

That transition brings with it a certain sense of ennui along with excitement. For many young people, the world seems like a place hostile to individuality and independence.

It is this feeling of growing up and fading youth that Versus Versace has tapped into for its Sub Versus 2 campaign.

As a follow up to its previous Sub Versus campaign, Versus Versace is following a group of young people based in southern California as they hang out at the skate park, go to parties, create art and speculate on what the future holds.

Sub Versus 2

In the campaign's short film, the subjects are seen in their native Venice Beach, musing about the future, their lives and the power of art and music over a haunting choral soundtrack and images of Southern California by night.

The melancholic atmosphere of the campaign is juxtaposed against the edgy, streetwear-inspired style of the spring/summer 2018 collection.

Generation Z

Versace's appeal to Gen Z's independence is a smart move. The generation is generally individualistic and focused less on branding and more on self-expression.

Online marketplace The RealReal's fastest-growing market segment for the first half of 2017 is not millennials, but the coming-of-age Gen Z demographic who are outpacing their elder counterparts' sales by 35 percent.

Marketers have been laser-focused on speaking to millennials, but Gen Z is quickly becoming an important demographic for high-end brands to cultivate a relationship with. According to The RealReal, the Gen Z consumer is an early adopter of consignment and the "lifecycle of luxury," preferring secondhand Chanel, Herms and Louis Vuitton goods, making the resale market an opportunity for brand discovery ([see story](#)).



A still from Sub Versus 2. Image credit: Versace

Some brands have engaged Gen Z more than others. Italy's Gucci is the hottest brand in fashion right now, based on an analysis of searches, page views, clicks, shares and word-of-mouth buzz on social media.

Online retailer Lyst and Business of Fashion teamed up for the Lyst Index, a compilation of the top fashion brands in the industry, ranked by popularity and buzz along with some of the top selling products. What the retailer and publication found was that the hottest brands were the ones that consistently used social media to appeal to Generation Z ([see story](#)).

As Versus Versace continues to roll out its spring/summer 2018 collection and marketing campaigns, the focus on individuality and independence will play a key role in engaging Gen Z consumers now and in the future.

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