

APPAREL AND ACCESSORIES

## Versace delves into logo inspiration via supermodel storytelling

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Christy Turlington Burns for Versace's "The Medusa Story." Image credit: Versace

By SARAH JONES

Italian fashion label Versace is exploring the mythology behind Medusa, educating consumers about the storied character that inspired its logo.

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"The Medusa Story" gathers models including Naomi Campbell and Christy Turlington Burns to recite the tale of the fabled woman. This look into Versace's iconic motif comes as the house is celebrating its founder's legacy, offering a means to highlight its heritage.

"It is no secret that people consume more video content than any other type of content on the Web," said Lauren Bates, marketing manager and lead storyteller at [Blue Moon Digital](#), Denver, CO. "So, it isn't surprising that Versace went about storytelling through video.

"One thing that is so great about these shorts is that Versace chose some long-time muses to read the Medusa story to the viewer," she said. "And we're not talking muses of the past, these women are still relevant in the fashion world today.

"The concept is brilliant. It feels like Naomi is actually reading to you. And in a world where books seem to be becoming obsolete, it is refreshing to see storytelling by literally reading from a book that tells a story.

"Even the clothing from Versace's spring 2018 collection brings back nostalgia, as it reminds me of their collections from the '90s."

Ms. Bates is not affiliated with Versace, but agreed to comment as an industry expert. [Versace](#) was reached for comment.

### Brand narrative

Gianni Versace, the late founder of the house, hailed from southern Italy, an area that has strong ties to Greece. He was interested in Greek mythology, and chose the Medusa as his brand's logo.

Rather than the monstrous form often associated with Medusa, Versace's version of the character depicts her in her

human form.



*Raquel Zimmermann is one of Versace's narrators. Image credit: Versace*

Similarly, the brand's Medusa storytelling focuses on the icon's earlier years, when she was the most beautiful woman in Athens.

Told in chapters, *The Medusa Story* opens with Ms. Turlington Burns reading aloud from a book. The debut episode speaks about the envy and desire Medusa's looks stirred up in locals.

In the second chapter, Ms. Campbell sets the scene for the mythological drama, speaking of Medusa's adoration for Athena over other gods. Athena's rival Poseidon plots to hurt the goddess through Medusa.

*Versace The Medusa Story Chapter 2*

A third episode features Raquel Zimmermann and Natalia Vodianova reading about Poseidon's revenge plan. He claims Medusa as his own, looking to hurt Athena.

However, instead of being humiliated, Athena lashes out at Medusa in jealousy and anger, cursing her.

In memorium

For Versace, this season is all about remembering its roots.

Versace is paying tribute to its late founder through a limited-edition T-shirt series, an off-shoot of its ready-to-wear spring/summer 2018 collection.

Artistic director Donatella Versace selected meaningful archival prints that she created together with her brother, Mr. Versace. The collection is meant to celebrate the life of Mr. Versace who was fatally shot 20 years ago outside his Miami home ([see story](#)).

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

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 ([see story](#)).

"I think that [The Medusa Story] will create a connection with consumers," Blue Moon Digital's Ms. Bates said. "Especially for those that didn't know the story of Medusa.

"People love to be educated while being entertained. These shorts do both," she said. "And, while it doesn't tell the story of how Gianni chose Medusa as the logo for his brand, it makes the viewer want to learn more about the mythology behind the maiden that was cursed by Athena and the brand that chose her as its sigil.

"Recently, and most notably spring '18, Donatella created a collection that gives a big nod to the Versace of the '90s and, ultimately, to her brother Gianni. I think that this campaign is an overall nod to the roots of the brand and, really,

to Gianni."

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