

APPAREL AND ACCESSORIES

Versace creates longest-ever advertising image in inventive campaign

July 16, 2018



Versace's campaign contains the longest advertising image ever produced. Image credit: Versace

By STAFF REPORTS

Italian fashion brand Versace has put an inventive spin on the photo campaign with the world's longest advertising image for its fall/winter 2018 effort.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The image itself is incredibly long, featuring more than 50 models all posing in various looks from the collection. The bold experimentation with the traditional boundaries of advertising imagery elevates an otherwise fairly straightforward campaign.

Inventive imagery

For Versace's latest campaign, an advertisement for its upcoming fall/winter 2018 collection, the brand took what would have been a fairly unremarkable bit of photography and turned it into something more memorable.

In this campaign, Versace has created what it calls the world's longest advertising image.

The image, presented on a stark white background, shows a lineup of 54 models wearing looks from the collection as they pose next to each other.

In the brand's description of the campaign, it speaks of Donatella Versace wanting this collection to have a theme of diversity and inclusivity running through it.



A few parts of the full image. Image credit: Versace

The massive lineup of models, men and women in all shapes and backgrounds, symbolizes this commitment to diversity.

Viewing the actual image is difficult. It is so long that Versace's Web site allows viewers to scroll through it from left to right, viewing each model in detail.

The campaign is much more straightforward than the brand's other recent campaigns. For instance, Versace recently explored the mythology behind Medusa, educating consumers about the storied character that inspired its logo.

"The Medusa Story" gathered models including Naomi Campbell and Christy Turlington Burns to recite the tale of the fabled woman. This look into Versace's iconic motif came as the house was celebrating its founder's legacy, offering a means to highlight its heritage ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.