

APPAREL AND ACCESSORIES

Versace puts edgy stamp on spring campaign

December 26, 2018



Bella Hadid sits for a Versace tattoo. Image credit: Versace

By SARAH RAMIREZ

Italian fashion label Versace is alluding to the legacy and quality of its pieces in a spring/summer 2019 campaign that connects its extravagant designs to permanence.

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

Directed by Ferdinando Verderi and taking inspiration from various art forms, the short film features artistic director Donatella Versace and model Bella Hadid. With a history that spans less than a half a century, Versace is arguing that its pieces stand the test of time.

"Versace marketers understand that luxury is a business model and they consistently execute the pillars brilliantly," said Chris Ramey, president of **Affluent Insights**, Miami, FL. "At the most basic level, fashion is fleeting, whereas luxury is permanence illustrated by the highest standards of quality.

"Luxury, along with sophistication and good taste, is timeless," he said.

The artist

The film opens with the beginning notes of "Swan Lake," as Ms. Hadid's side profile is seen. With her trademark sleek ponytail and cheekbones, it appears as if she is sitting for a portrait.

A buzzing needle interrupts the instrumental music and the camera pans down to reveal Ms. Hadid is getting a tattoo that reads "Versace" on her right forearm.

Donatella Versace gives Bella Hadid a high fashion tattoo

The camera continues to move around Ms. Hadid, who is wearing a leather mini dress in teal and a Medusa chain necklace wrapped around her wrist.

Slowly, Ms. Versace herself is unveiled at last the mysterious tattoo artist as the music begins to swell. She is dressed in all black, keeping the focus on her work not merely the tattoo, but also the clothing and jewelry adorning Ms. Hadid.

Feeling the gaze of the camera, Ms. Versace turns to give the audience a firm look and pauses from tattooing.



Ms. Hadid's Versace tattoo. Image credit: Versace

As the music reaches its crescendo, Ms. Hadid joins the designer in giving the camera a withering stare. Reflecting the dizzying music, the camera begins to spin and zooms in on the Versace tattoo once more to close the film.

Although the music and Ms. Hadid's pose capture traditional artistic sensibilities that have spanned centuries, the inclusion of tattooing is a more modern choice as the field continues to gain acceptance and appreciation. Ms. Hadid's tattoo is meant to last for years to come, just as the other art forms referenced in the film.

Versace legacy

Ms. Versace is often at the center of Versace's campaigns.

The label released a video sharing Ms. Versace's life story to celebrate her latest honor, the 2018 International Award from the Council of Fashion Designers of America (CFDA). The biographical short is playfully narrated by Ms. Versace's admiring "creative collaborator" and dog Audrey Versace.

Alongside archival images and video, Audrey lists Ms. Versace's accomplishments, from being the artistic director for five brands to being widely considered a fashion icon. Audrey presents Ms. Versace as a true "boss" ([see story](#)).

Ms. Versace previously went on tour to promote the first book documenting her career and vision for the house of Versace.

Written by Donatella Versace, Maria Luisa Frisa and Stefano Tonchi, the retrospective hardcover illustrates the Versace brand under the creative direction of Ms. Versace. In 1997, after the murder of her brother, Gianni Versace, the founding designer of the house, Ms. Versace took over the creative reigns to ensure the preservation of Mr. Versace's legacy ([see story](#)).

"Donatella's presence reinforces heritage and authenticity," Mr. Ramey said. "The [new] video indelibly reinforces the brand's unique point of view driven by the brand artist: Donatella Versace."