

APPAREL AND ACCESSORIES

Versace links with Kith for co-branded collection

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Bella Hadid models the Kith x Versace collection. Image courtesy of Kith

By STAFF REPORTS

Italian fashion label Versace is working with streetwear label Kith for a collaborative collection that leverages both of their perspectives on style.

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The 100 co-branded pieces created draw from silhouettes designed by Kith and fabrics sourced by Versace, combining both of their aesthetics. Increasingly, high-fashion and streetwear are converging as consumers crave more casual, sporty attire and partnerships are one way in which luxury is keeping up with changing styles.

Streetwear style

Included in the line are pieces made of traditional luxury fabrics such as silk and satin, along with more street-ready textiles such as nylon and fleece.

As part of the collaboration, Kith and Versace designed special custom-made hardware. For the joint venture, the Versace Medusa logo has been given its first redesign, with the Kith brand name covering the mythical figure's eyes.

Among the styles in the collection are puffer jackets, swimwear and bike shorts for women and silk blazers, nylon tracksuits and hoodies for men.

To promote the collection, the brands tapped model Bella Hadid for a campaign. In shots by photographer Pierre Toussaint, Ms. Hadid is seen lounging and exploring a lush home.



Kith x Versace collection campaign. Image courtesy of Kith

The co-branded collection will drop at Kith stores and on the brand's ecommerce site on Feb. 15. It will also be sold in select Versace boutiques.

Luxury shoppers are increasingly turning towards more casual styles for self-expression, according to a recent report from the Boston Consulting Group and Altagamma.

Millennials are expected to represent half of the luxury market by 2024, and their fashion choices differ from previous generations, as they are more apt to mix high and low labels as they seek out clothing that fits their personal brand. Traditional luxury brands are responding through adaptation and collaboration ([see story](#)).

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