

HOMES FURNISHINGS

Versace exhibits latest home furnishings line in immersive launch

March 21, 2019



Illustration of Versace's installation. Image credit: Versace

By STAFF REPORTS

Italian fashion label Versace is using a special exhibit to funnel its iconic style into home goods.

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In partnership with interior designer Sasha Bikoff and artist Andy Dixon, Versace will showcase furniture designs in the installation from April 10 to April 14 from 5 to 8 p.m. The exhibit will open up Versace's palazzo to ticketed attendees, with tickets given out on a first-come, first-serve basis.

Versace in homes

The installation is an immerse way for Versace to show off its latest home furnishing collection during the important interior design show in Milan, Salone del Mobile.

Versace took over full control of its home dcor collection, moving that division of its brand in-house in 2016.

Versace Home has been producing its own textiles from its beginning in 1992, but the brand relied on partnerships with Cassina Contract and Nemo to produce its furniture and lighting. By internalizing its home business, Versace is furthering the growth it has seen, owning and operating its entire brand world ([see story](#)).

[View this post on Instagram](#)

Versace at Fuorisalone 2019: a special exhibition will be shown at Versace's Milanese palazzo in Via Ges 12. More information on how sign up to attend at the link in bio. #VersaceHome

A post shared by Versace (@versace) on Mar 21, 2019 at 4:37am PDT

Instagram post from Versace

In the installation, Versace is taking on a different kind of partnership for its designs, allowing the artist and designer to create a temporary space to showcase the furniture.

"I have always felt a deep connection to Versace as it embodies everything I believe in, a sense of fun and freedom to be daring," said Sasha Bikoff in a statement to *Women's Wear Daily*. "Versace lives through color and pattern-breaking rules and promoting a sense of confidence and glamour, which is how I decorate."

Versace plans on rolling out more information to the public through its Instagram as it becomes closer to the event, but it will only be releasing a limited number of tickets for each day of the event.

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