

APPAREL AND ACCESSORIES

Versace links with Ssense for exclusive denim debut

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Quil Lemon's editorial for Ssense. Image courtesy of Ssense

By STAFF REPORTS

Italian fashion label Versace is working with Canadian-based retailer Ssense to launch its reborn Versace Jeans Couture line in North America.

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Originally debuted in 1988, Versace Jeans Couture has returned with a contemporary line of denim with a streetwear style. Ssense is the exclusive retailer for the collection's North American launch, which is being celebrated through an in-store installation and online editorial.

Next generation jeans

For the premiere of Versace Jeans Couture, the brand is partnering with Ssense to stage an installation at the retailer's Montreal flagship. Dubbed "Rebirth," the display plays on the idea of time, aiming to bring the Versace brand to a new generation through 3D printed sculptures.

The installation will be up through June 20.



Versace Jeans Couture exhibit at Ssense Montreal. Image courtesy of Ssense

Ssense is also exploring the idea of rebirth through an editorial feature from photographer Quil Lemons. In the spread, the artist shares stories of seven of the mentors who have had the most impact on him.

Among the pieces in the Versace Jeans Couture line are graphic T-shirts and decorative denim with embellishments such as studs, collar tips and buttons. Some denim

"When creating the new collection for Versace Jeans Couture I focused my attention on the juxtaposition of the apparently opposite worlds of denim and couture," said Donatella Versace, creative director of Versace, in a statement. "The idea I had in mind was to elevate streetwear not only in terms of quality, but most importantly in creativity and details.

"This collection is meant for people who know what they want, who own their style because they have a strong personality and a sense of individuality," she said. "Boys and girls who don't want to be necessarily labeled in one way or another, but who want to be able to express themselves through their fashion choices."

Versace has been moving into streetwear with other lines. For instance, the brand worked with streetwear label Kith for a collaborative collection that leverages both of their perspectives on style.

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 ([see story](#)).

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