

MARKETING

Versace, in familiar nod to Americana, places Cruise 2020 campaign in Wild West

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Versace mines Western tropes for its Cruise 2020 Collection campaign. Image courtesy of Versace

By STAFF REPORTS

Italian fashion label Versace unveiled a new campaign for its Cruise 2020 collection that returns the brand to its early embrace of Americana.

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The 24-second video on Versace's owned site and social media is set in the American West, exploring the Western genre with all its players: heists, sheriff and outlaws.

Spaghetti Western

In this exploration of Western tropes through a European point of view, the short film shows two outlaws models Kris and Sara Grace eyeing a truck that carries the entire **Versace Cruise 2020 collection**.

Hot in pursuit, a sheriff sets out to stop the outlaws from going through with the heist.



In essence, the new **#VersaceCruise20** campaign is an exploration of various cultures, geographical references and time periods.

Versace was one of the first Italian brands to embrace Americana. The new campaign reinterprets the brand's roots with a nod to pop culture.



Versace Cruise 2020 women's collection. Image credit: Versace

THE FASHION BRAND is working to gain more market share after its \$2.1 billion acquisition last year by Michael Kors Holdings, since then renamed Capri Holdings.

The parent company also owns Michael Kors and Jimmy Choo.

Versace ran into trouble with Chinese authorities in August after one of its T-shirts was discovered showing Hong Kong as a different country. Creative lead Donatella Versace promptly apologized.

Unlikely outlaws for renegade campaign