

APPAREL AND ACCESSORIES

## Versace blends fashion and tech in new campaign starring Jennifer Lopez

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Actor and entertainer Jennifer Lopez in Versace's spring summer 2020 campaign wearing that jungle dress and doing Google searches. Image courtesy of Versace

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By STAFF REPORTS

Italian fashion label Versace has tapped Jennifer Lopez for its spring summer 2020 campaign with blended elements of fashion and technology as seen in the runway show.

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Photographed by renowned duo Mert Alas and Marcus Piggott, the campaign is a blur of private and public life in a photo essay of the Internet and its role in uncensored expression and self-love.

### Blurred lines

Set in a contemporary, tech-driven landscape, looks from the spring summer collection are surrounded by the results of a futuristic holographic search Web page.

Ms. Lopez and model Kendall Jenner type their own names into the Google search bar as "emblems of an age in which we define our self-image by what we choose to portray online in effect making the screen the real mirror of our time," **Versace** said.

Masters of their own sensuality, Ms. Lopez and Ms. Jenner display their most brave and liberated selves, blurring the line between the private and public sphere.

This blending of fashion and technology was promoted by the Versace Jungle dress that Ms. Lopez wore at the Grammy Awards in 2000 and then again on the runway at Versace's Milan spring summer 2020 fashion show both times to wide press.

Ms. Lopez is photographed in the same legendary print for the new campaign to celebrate two decades of that initial moment of hurrah for the dress.

The current campaign showcases sculptural evening dresses, Virtus accessories line and jungle-printed separates.

Versace is part of Capri Holdings, a New York-based company that also owns Michael Kors and Jimmy Choo.

"I am so proud Google Images was invented after Jennifer wore that dress," said Donatella Versace in a statement.

"Today, we celebrate that moment that was possible thanks to this incredible woman."

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