

APPAREL AND ACCESSORIES

Versace challenges fans to share photos of Vs on social media

May 14, 2020



Very Versace social media challenges fans to share photos of their own Vs. Image credit: Versace

By DIANNA DILWORTH

Versace has kicked off a new social media challenge that calls on followers to share photos of V-shaped spaces as the Italian fashion label attempts to entertain homebound consumers with a little bit of fun during the ongoing global pandemic.

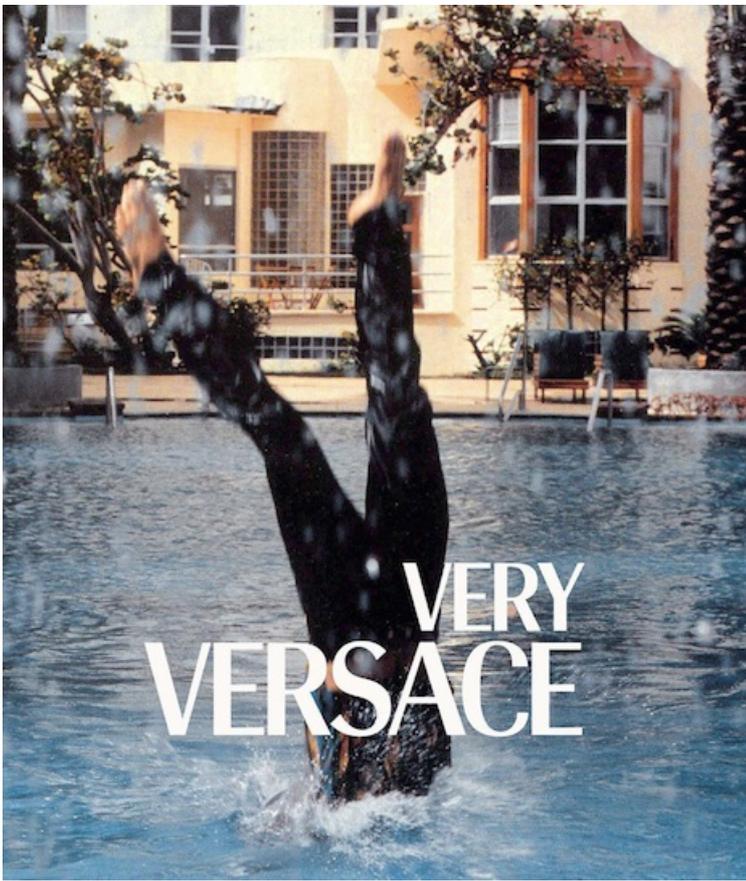
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The "Very Versace" challenge encourages consumers to share their best photos of "V" shaped spaces, landmarks and poses on social media or email it to the brand in a nod to the iconic brand's logo.

"Very Versace engages and challenges the best prospects," said Christopher P. Ramey, president of The Home Trust International and Affluent Insights, Palm Beach, FL.

"By engaging and challenging near brand apostles' Versace becomes part of their vernacular: a step closer to a loyal client," he said.

London-based Capri Holdings owns **Versace**, along with Michael Kors and Jimmy Choo.



Very Versace campaign calls on consumers to share their photos of Vs. Image credit: Versace

#VeryVersace

The #VeryVersace challenge was created to engage and entertain the Versace community by inviting fans to contribute their own imagery "in celebration of the Barocco V motif" to the social media conversation.

Fans have taken to the challenge in creative ways sharing their Versace handbags, as well as photos of themselves in iconic gear.

By creating a hashtag, the brand has an opportunity to take this effort viral as fans share their photos with their own networks.

Additionally, as fans can also submit photos through the very.versace@versace.it email address, the brand has an opportunity to build its email database for future marketing opportunities.

"For those who participate, V will come to reflect Versace," Mr. Ramey said. "Owning V is a powerful mind worm for Versace."

[View this post on Instagram](#)

What V can you see? Let us know using the #VeryVersace hashtag. V simple. Inspired by the brand's Barocco V motif, the #VeryVersace challenge is a way to engage and interact with the Versace community. Our iconic Barocco print is a cherished brand code, revered for its bold, daring and uplifting design. The print's acanthus leaves a symbol of evergreen longevity - are intricately engraved onto the #VersaceVirtus line's glimmering V. #AtHomeWithVersace Participating images must be original.

Versace social media challenge aims to entertain consumers at home on lock down.

#AtHomeWithVersace

The "Very Versace" challenge is part of the larger #AtHomeWithVersace effort that the brand has been using on social media since lockdowns began.

Through the hashtag, the brand has been encouraging people to stay home and view entertaining content such as photos from previous ad campaigns and snapshots of celebrities and company president Donatella Versace lounging at home.

The campaign follows similar efforts of other luxury brands to entertain and connect with consumers while they are stuck at home.

LVMH's Christian Dior brand shared its "Designer of Dreams" art show at the Musee des Arts Decoratifs for all to see on YouTube.

Salvatore Ferragamo created a trivia game based on its archives in Italy.

Louis Vuitton has entertained fans with a photo series of exotic locations on Instagram using a collection of its ad campaigns from around the globe.

"It's a fragile time," Mr. Ramey said. "Prospects are more apt to be open and curious when they're less likely to be rushed.

"Time is rarely on anyone's side," he said. "Brands that haven't taken advantage of the lockdown have missed an invaluable opportunity."