

APPAREL AND ACCESSORIES

Versace launches DVTV: Date With Donatella as Italian fashionista Chiara Ferragni is first check-in

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Italian model, influencer and designer Chiara Ferragni showing a look from Versace's spring/summer 2020 collection. Image credit: Versace

By LUXURY DAILY NEWS SERVICE

Italian fashion label Versace has introduced a new social media series following chief creative officer Versace as she checks in with old friends, makes new and curates outfits specifically for them.

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Called DVTV: Date With Donatella, the effort kicked off with first recipient Chiara Ferragni, influencer-turned-designer, digital entrepreneur and model.

The effort from the Capri Holdings-owned brand is to create buzz around its spring/summer 2020 collection.



Donatella Versace picking outfits for Chiara Ferragni. Image credit: Versace

She's got the look

In the first episode, Ms. Versace is seen **picking outfits, accessories and footwear** in her studio for Ms. Chiara who is then filmed at home receiving a complete Versace spring/summer 2020 look.

Both Versace and Ms. Ferragni are based in Milan.



Chiara Ferragni in Versace. Image credit: Versace

The DTVV effort is splashed across all Versace channels including YouTube, Instagram, Facebook and Twitter.

To create buzz around DTVV, Versace is launching a new community contest. The winner has the opportunity to receive a personalized mood board created exclusively for that individual by Versace.

All an entrant has to do is send an email to dtvv@versace.it listing a few of his or her favorite Versace designs and how the individual would style them.

The winner will be announced by July 31 and receive a curated edit of imagery based on his or her individual taste.

DTVV: Date With Donatella Versace, first recipient Chiara Ferragni

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