

FRAGRANCE AND PERSONAL CARE

Versace reminisces about summer romances in dual Dylan campaigns

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Hailey Bieber is the face of Versace Dylan Turquoise. Image credit: Versace

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Italian fashion label Versace is holding onto summer with an exuberant campaign for its women's and men's fragrances.

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Versace shared two interconnected campaign films, one each for its women's and men's fragrances. The dual vignettes capture a carefree, sexy and glamorous beach trip on the Mediterranean.

Turquoise seas

Models Hailey Bieber, Bella Hadid and Louis Baines star in the Dylan Turquoise and Dylan Blue campaigns. Versace enlisted Gordon von Steiner as director and Harley Weir as photographer.

The "Dylan Turquoise Pour Femme" vignette follows Ms. Bieber's beach day with a group of friends. She is seen tanning and reading, all while keeping an eye on her romantic interest.

Hailey Bieber and Bella Hadid star in Versace's Dylan Turquoise campaign

Ms. Bieber goes for a dip in the turquoise-blue ocean, coming face to face with her suitor. A bottle of the perfume falls into the water and later washes ashore.

The accompanying "Dylan Blue Pour Homme" film follows a similar narrative, this time with Mr. Baines as the lead. His romantic interest is Ms. Hadid, and as in the "Femme" vignette, the couple meets face to face as the sun sets over the ocean.

In both films, the camera perspective slowly rotates for a visual flipping effect, evoking the sense of endless summer days and nights. The soundtracks add a sense of youthful energy. Camp Claude provided the music for the "Femme" short while music by Clara Deshayes is used for the "Homme" short.

Versace flips the script for its Dylan Blue campaign

Versace motifs are evident throughout the films, including bright colors, Medusa jewelry and Greek key accessories.

The women's fragrance has top notes of mandarin, primofiore lemon and pink pepper. The turquoise bottle resembles an Ancient Greek-style ceramic vase, fitting for the Versace brand. It is a fresh interpretation of Dylan Blue Pour Femme, which debuted in 2017.

The men's Dylan Blue fragrance has top notes of ambrox, bergamot and grapefruit. The geometric blue bottle features a golden Medusa accent.

Versace fragrances

Fragrances are important for luxury labels since they serve as an entry-level introduction to brands. Accordingly, Versace has launched fragrances campaigns the previous two years.

In 2018, Versace painted a picture of a man who is in touch with his emotions in a film marketing its latest Eau de Parfum with striking cinematography.

Versace created its Eros Flame fragrance for "strong, passionate and confident men," which it is showcasing in a unique film sequence. "A Fiery Romance" features a couple exhibiting their love in an avant-garde sequence that views almost as an interpretative dance, creating a more abstract push for the perfume ([see story](#)).

Last fall, six unisex Atelier Versace scents launched with a campaign featuring Versace's tailors candidly interacting with models in the brand's workshop. Making the connection between Versace's fragrances and its fashion creations reinforces the fact that the perfumes are Versace products, even though they may be produced through a licensing partnership ([see story](#)).

The original Dylan Blue cologne campaign also told a cinematic story.

Shot by photographer Bruce Weber, the black-and-white campaign film for the Dylan Blue scent starred a cast of models and fighters, who come together for a vintage-inspired tale of friendly rivalry and friendship. While scent can be difficult to communicate via digital mediums, consumers may be able to associate with this group of friends and therefore the fragrance ([see story](#)).