

APPAREL AND ACCESSORIES

Versace revives DV TV with new featured guests

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Donatella Versace picking outfits. Image credit: Versace

By ELLEN KELLEHER

Italian fashion house **Versace** has unveiled new episodes of its social media series which features its chief creative officer Donatella Versace taking a star turn.

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In "DV TV: Date with Donatella," Ms. Versace "checks in with old friends and makes some new ones" as she curates outfits for a string of niche celebrities. The web program, which first launched in the summer ([see story](#)), offers a way for Versace to continue its strategy of courting millennials by appealing to those stranded at home amid the pandemic.

"The most relevant aspect is that brands can focus on rethinking the store experience within the home," said Dalia Strum, educator at [The Fashion Institute of Technology](#) and founder of the branding agency [RethinkConnect](#).

Special guests

The first new Youtube episode stars Romelu Lukaku, the 27-year-old Belgian footballer who plays for InterMilan and the Belgian National team.

Soccer player Romelu Lukaku says the Versaces never let him down.

The one-minute video opens with shots of photos Lukaku playing soccer and then switches abruptly to scenes where Ms. Versace is plucking paisley shirts, boots and red Gianni Versace t-shirts from racks to give to him.

After the opening footage, Lukaku appears, dressed in a simple white t-shirt and black nylon shorts and thanks the Versace family for his gifts.

"These pants are nice," he says after unwrapping a pair of black sweatpants lined with gold lam.

"[The Versaces] never let me down, never let me down," he adds. "But I won't let them down either, that's for sure."

Lukaku's list of gifts from Ms. Versace includes a red t-shirt with the name of Gianni Versace, the deceased founder of the fashion house; a black sweatshirt of the same kind and stylish white sneakers which Lukaku thinks will make him look even taller.

The second video zeroes in on the 22-year-old Italian supermodel Vittoria Ceretti. She has modeled for Prada and Max Mara and a clutch of other houses and appeared on the covers of *Vogue*, *Elle* and *Glamour*.

Supermodel Ceretti in an episode of DV TV

Echoing the Lukaku clip, as the footage begins, Ms. Versace is selecting a black-and-gold paisley stretch pants and blouse for Ms. Ceretti to prepare for her arrival.

The shot changes and the sultry Ms. Ceretti walks into a garden with a leather jacket draped over her shoulder.

She then shows the paisley stretch pants and tops as well as a black sequenced purse with a V on it to the camera. A necklace and black pumps etched with gold are also among her gifts.

As the footage winds down, Ms. Ceretti leaves the house and its garden dressed in her new clothes.

The DTVV campaign is being broadcast on Versace's YouTube, Instagram, Facebook and Twitter accounts.

Popularity of Donatella

Ms. Versace took the reins at Versace after her brother Gianni died in 1997. She later sold the company to [Capri Holdings](#), owner of U.S. fashion label Michael Kors, in 2018, but stayed on as chief creative officer.

Since the murder of her brother, Ms. Versace has served as the public face of Versace, even in the face of its takeover by Capri ([see story](#)).

More recently, the brand launched the #AtHomeWithVersace effort on social media after 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 Ms. Versace lounging at home ([see story](#)).

"The reality is that even if consumers aren't ready to purchase right now, luxury brands need to stay relevant and top of mind for when they are ready to make a purchase," Ms. Strum said.

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