

APPAREL AND ACCESSORIES

Versace goes on glamorous holiday road trip

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Irina Shayk stars in the newest holiday campaign from Versace. Image credit: Versace

By NORA HOWE

Italian fashion house Versace is embracing the excitement of heading home for the holidays in its newest dreamlike campaign.

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As the holiday season begins and an exhausting year nears its close, many brands have shifted their marketing strategies toward more meaningful messaging. The Italian fashion label was inspired by the sentiment of returning home for the holidays and presents a colorful road trip for its festive campaign.

Heading home with Versace

As COVID-19 restrictions have significantly limited travel opportunities, Versace turns to the classic road trip for its holiday campaign video.

The 60-second film captures the anticipation of reuniting with family, friends and loved ones through a presentation of scenic landscapes that highlight the many different journeys that people will take this holiday season.

The Versace holiday campaign stars Irina Shayk

From snow-capped mountains to coastal beaches as backgrounds, the film follows glamorous holiday travelers who drive to their various destinations in vintage convertibles.

For so many, the idea of journeying home carries more significance during this time. After months of uncertainty and distress, people are desperate for comfort and familiarity.

The campaign is built on the celebration of love and togetherness, exuding optimism for a better world.



Virtus handbag. Image credit: Versace

Russian model Irina Shayk stars in the holiday campaign set against a mountainous backdrop that represents festive road trips and seasonal celebrations. Other actors include Adut Akech, Biaggio Ali Walsh and Louis Baines, as well as a selection of familiar Versace faces ready to celebrate the holiday season and embark on a fantasy trip home.

Season of luxury

Versace is not the only luxury brand shifting its marketing strategies to identify with the human condition through empathetic messaging.

Canadian department store Hudson's Bay embraced comedy as a salve for pandemic fatigue by recruiting stars of *Schitt's Creek* for its new holiday campaign. The retailer tapped Catherine O'Hara and Annie Murphy of the Canadian television show to sprinkle pixie dust on its "A Call to Joy" advertising spot.

The whimsical short reflects Hudson's Bay's desire to stay merry in the coming months amid the pandemic ([see story](#)).

German automaker Audi offered a glimpse of a socially-distant holiday season in its newest humorous holiday campaign.

Audi has typically used humor to convey relatable scenarios in its holiday spots and this year's promotion of the Season of Audi sales event is no different. As many consumers will be spending their holidays at home, safely distant from friends and family, the advertisements utilize the same sense of humor in empathetic ways ([see story](#)).