

APPAREL AND ACCESSORIES

Versace brings Hollywood drama, laughter with new holiday film

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Comedian Jordan Firstman in Versace holiday film. Image credit: Vogue

By NORA HOWE

Italian fashion house Versace is paying homage to Hollywood culture with a humorous holiday film featuring comedian Jordan Firstman in collaboration with Cond Nast's *Vogue*.

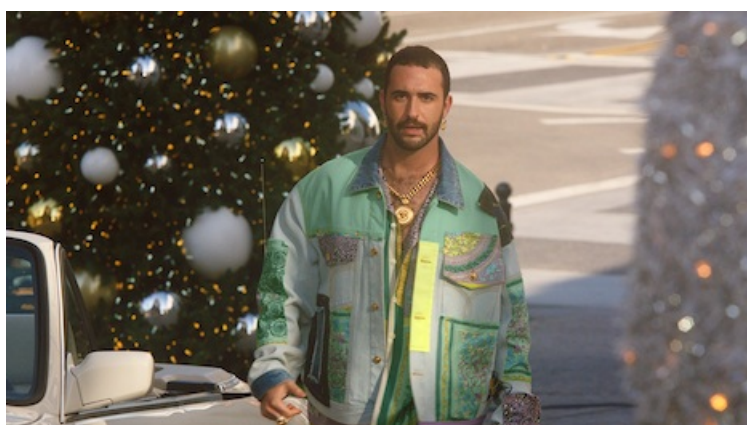
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As the global pandemic and stay-at-home mandates have forced people to spend more time inside, online content creators have become popular sources of entertainment. Versace and *Vogue* collaborated with one of these leaders of quarantine comedy, Jordan Firstman, to deliver a colorful and witty holiday special.

Holiday humor

The three-minute film opens with Mr. Firstman's character, a bigwig Hollywood screenwriter dressed in a colorful ensemble and gold jewelry, walking out of his Hollywood Hills home to his white convertible where he opens a trunk full of gifts wrapped in Medusa print wrapping paper and red bows.

He begins driving and the audience listens to his end of a conversation with his presumed significant other. In the 90s-style Hollywood fantasy, the camera cuts to black fuzzy dice dangling from the rearview mirror as Mr. Firstman turns onto Rodeo Drive.



Jordan Firstman approaching the Versace store on Rodeo Drive in the film. Image credit: Vogue

He pulls up to the Versace store where a sales associate awaits him with a number of shopping bags. As he drives to his next destination, still on the phone with his love interest, he pulls the car over, gets out and begins yelling across Hollywood how much he loves her.

Finally, the person on the other end of the phone is revealed and it is Donnatella Versace in her holiday-decorated mansion.

Through the phone, the audience hears Mr. Firstman screaming, "I love you and we're going to see each other real soon."

"Whatever," she responds.

All For You / A Very Versace Christmas Story

Directed by Cody Critchelo, *All For You: A Very Versace Christmas Story* makes references to a number of Hollywood films like *The Player* (1992), *Hanging Up* (2000) and nods to a few classic Quentin Tarantino scenes.

Versace has historically fostered relationships with popular figures to become friends of the label and Mr. Firstman is the most recent. The L.A.-based writer and comedian has become an online comedy sensation through his "Impressions" series on [Instagram](#).

Vogue sponsorship

In addition to Versace, the Cond Nast-owned publication has partnered with a number of brands, from product campaigns to mobile activations.

Beauty brand Estée Lauder teamed up with *Vogue* and actress Danielle Brooks to introduce the brand's night care serum in a campaign emphasizing self-care ([see story](#)).

Last year, department store chain Saks Fifth Avenue highlighted the season's handbag releases in a humorous short film in collaboration with *Vogue*. In the film, actress Natasha Lyonne starred as a security guard with a penchant for purses, who makes her passion known as she screens bags.

This content alliance followed Saks' flagship overhaul that turned its ground floor into a home for handbags, putting further emphasis on the category ([see story](#)).

Brands such as Cartier, Valentino, Dolce & Gabbana and Michael Kors use *Vogue's* commerce-enabled *Vogue Stylist* application to advertise and sell their products to the magazine's readers. Rather than serve mere banner ads, the brands have integrated their own content and products for an experience that hardly feels like advertising ([see story](#)).

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