

APPAREL AND ACCESSORIES

## Versace invites consumers on summer vacation in cheeky new spot

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*Versace is showcasing its summer collection in a new comical vignette. Image credit: Versace*

By KATIE TAMOLA

Italian fashion house Versace is illustrating the ultimate Italian vacation in a new campaign promoting the La Vacanza collection.

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A 90-second vignette takes us into the world of a group of young people explaining how they spent their summer. The spot is silly, playfully sarcastic and highlights the range of offerings from Versace's summer collection.

"This mini-campaign is very effective in showcasing Versace's summer collection," said Thoma Serdari, director of fashion and luxury MBA at [NYU Stern](#) and author of *Rethinking Luxury Fashion*, New York. "Through very rapid-paced editing and moving from character to character, the brand manages to show off its summer collection and suggest how it suits a variety of personalities.

"These come to life with a handful of characters, a bunch of diverse, young and smart vacationers who deal with the topic of summer vacation' in a very ironic way, exactly the way communications works today for young Millennials and members of Gen Z," she said. "Uttered with a wink, each segment of the promotional video, is a hint at how younger consumers amplify their experiences on social media, and a perfect combination of beautiful imagery and witty narration."

### La Vacanza

The short film opens by posing a question to its young cast of summer vacationers: how did you spend your summer?

Each vacationer answers the question while reclining on an extravagant California king-sized bed.

*Versace reminds viewers that sometimes you just need a vacation*

The film offers a glimpse into the minds of the individuals, who have all stayed in the same house, and their disparate experiences in Liguria.

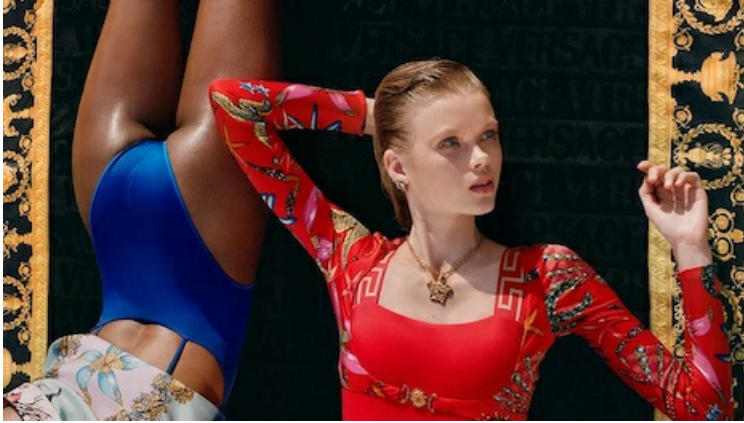
One young man tells the camera he has spent his summer in the clear waters of Liguria as the shot then cuts to

him not on a beach, but just in a very large pool. Another young man reclines on a bed as he explains that he's used the summer to read "great literature," as the shot cuts to him reading a Versace crossword book.

The same young man later showcases red mid-length Greca border swim shorts as he dances around the property's foyer.

The silly and playful tone of the video is solidified when a young woman says she "did a detox," before footage shows her eating a decadent ice cream cone.

Throughout their sarcastic and tongue-in-cheek responses, scenes of houses, beaches and even stray cats in Liguria are spliced together as an upbeat pop soundtrack permeates the background.



*The La Vacanza collection includes a wide range of summer must-haves. Image credit: Versace*

Every individual is wearing pieces from the La Vacanza collection including beachwear offered in a range of disparate styles and cuts, men and women's jewelry and more accessories. There are various shots of the cast on their own adventures throughout the Italian region interspersed with shots of the vacationers tanning together.

With everything from one-pieces, two-pieces, phone cases, to towels, Versace ensured to include all summer necessities in its latest collection and campaign.

#### Summertime styles

The "Need a vacation?" summer vignette is the latest immersive film effort from the Italian fashion house.

Last week, Versace celebrated its muse and signature handbag with an exploration of the mythical figure.

Although her story is one of tragedy, Medusa has served as the brand's inspiration representing unapologetic authority and female empowerment. With a new short film telling the abridged story of the Gorgon, Versace is aiming to remind its consumers of what a powerful woman signifies ([see story](#)).

Versace is not the only Italian fashion house ready for summer.

Italian fashion label Fendi is bringing its Caffe and Peekaboo Bar to its Miami boutique for a pop-up experience, coinciding with its summer capsule collection.

Taking over the indoors and outdoors, the Fendi Caffe at OTL Restaurant is inspired by the psychedelic summer 2021 capsule, FF Vertigo. The Design District store also temporarily features the Peekaboo Bar, where shoppers can fully customize their own Mini Peekaboo handbags ([see story](#)).

Versace's latest effort thoughtfully merges the joy and excitement of a new season with the iconic style of luxury fashion.

"The campaign is fast-paced, showcases colors we associate with the summer and sunny places, evokes abundance, leisure, and taking pleasure in the moment," Ms. Serdari said. "This is a world everyone wants to be part of, the Versace lifestyle spirit has been materialized very eloquently with the visuals, choice of models and on-screen activity."