

APPAREL AND ACCESSORIES

## Versace auctions iconic leather jacket benefitting Born This Way Foundation

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*Versace is auctioning a replica of the leather jacket worn by Lady Gaga during the Born This Way tour, with all proceeds going to her foundation. Image credit: Versace*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Versace is celebrating Pride Month in collaboration with one of America's most popular singers.

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Versace is collaborating with Lady Gaga to commemorate the 10th anniversary of her Born This Way album, just in time for Pride. Versace will be auctioning a replica of the leather jacket the Academy Award-winning singer wore on her accompanying world tour, with all proceeds being donated to the star's Born This Way Foundation.

"I am so happy to partner once again with Lady Gaga and the Born This Way Foundation," said Donatella Versace, artistic director at **Versace**, in a statement. "Our friendship and our efforts to promote equality, diversity and inclusion have only become stronger with time.

"It's been 10 years since we created the looks for her Born This Way Ball, so we've decided to revisit the leather jacket one of my favorite pieces from the tour to be auctioned for a great cause," she said. "Gaga and her foundation are so inspiring, I love the work they do with vulnerable youth and the LGBTQ+ community."

Born this way

Versace's leather jacket replica was entirely hand-crafted in its Milan atelier. The jacket took more than 400 hours to complete and features accents of the brand's signature metal mesh, as well as golden trims and buckles.

Omaze, a US-based fundraising company that partners with charities, began auctioning the piece on June 1.



*Versace's new beret celebrating Pride. Image credit: Versace*

Versace is also launching a unisex T-shirt and beret, featuring the Versace logo in Pride colors to celebrate the brand's continued allyship with the LGBTQ+ community. The collection became available for purchase on June 1, with portions of the collection's proceeds also being donated to the Born This Way Foundation.

Lady Gaga, whose birth name is Stefani Germanotta, leads the [Born This Way](#) foundation which supports the mental health of young people through high impact programming, youth led conversations and strategic, cross-sectoral partnerships.

Its mission is to spread kindness, validate the emotions of young people and eliminate the stigma surrounding mental health ([see story](#)).

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