

APPAREL AND ACCESSORIES

## Versace taps Dua Lipa for FW21 campaign

June 25, 2021



*Dua Lipa, who has worn styles from the house several times over the years, is the latest face of Versace. Image courtesy of Versace*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Versace has a new face, and it belongs to one of the most popular singers in the world.

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English singer Dua Lipa stars in the brand's latest campaign for its fall-winter 2021 collection. She is featured in a series of images with the new La Greca, Versace's motif reinvented for the season.

"I met Dua for the first time a few years ago in London," said Donatella Versace, artistic director at Versace, in a statement. "I knew she was a beautiful girl but when I heard the timbre of her voice, I realized immediately she had something unique and special.

"Since then I've watched her career take off and partnered with her for many amazing moments," she said. "Right now, I cannot think of a better woman to embody the spirit of Versace and of this collection."

Dua Lipa x Versace

This is not the first time Ms. Lipa has interacted with the Italian fashion house. Versace dressed the singer for the 2019 Met Gala, and she has worn the house at several high-profile events over the years.

Ms. Lipa recently worked with the Versace atelier to craft a sparkling custom dress she wore to the 2021 Grammys, where she won the award for Best Pop Vocal Album.

Dua Dimension - [#DuaLipa](#) levitates through our La Greca maze for the [#VersaceFW21](#) campaign. Preview three images ahead of the main campaign launch on August 30 here: <https://t.co/9AAWl7tjbB#VersaceLaGreca> [pic.twitter.com/lDrXAiCabD](https://pic.twitter.com/lDrXAiCabD)

VERSACE (@Versace) [June 25, 2021](#)

The singer's confidence, style and reverence for fashion align with Versace's ethos, and both parties seem immensely excited to foster their relationship.

"I'm so thrilled to be working with the iconic house of Versace," Ms. Lipa said, in a statement. "Getting to work so

closely with Donatella and bonding over our shared love of fashion has been surreal.

"Her partnership throughout this process has been an unforgettable experience," she said. "The images we've created together are even better than I could have imagined, we're so excited to share them with you all."

Three images of the collaboration have been released, with the campaign set to launch in August.

Versace recently celebrated Pride Month in collaboration with another one of the world's most popular singers, Lady Gaga.

To commemorate Pride Month and the 10th anniversary of the musician's "Born This Way" album, Versace auctioned a replica of the leather jacket Ms. Gaga wore on her accompanying world tour, with all proceeds being donated to the star's Born This Way Foundation ([see story](#)).

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