

APPAREL AND ACCESSORIES

Versace, Fendi share behind-the-scenes look at design swap

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In a new vignette, Donatella Versace and Kim Jones discuss their visions and efforts for The Swap. Image credit: Versace

By LUXURY DAILY NEWS SERVICE

Italian fashion houses Versace and Fendi have revealed a behind-the-scenes vignette at the collaborative, double collection, "[The Swap](#)."

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The short film, just under ten minutes long, offers an extensive look into the valiant and meticulous efforts behind The Swap, the houses' joint show that closed out Milan Fashion Week. The vignette is formatted excitingly with a hint of suspense, capturing the immense preparation from both houses and their leadership.

Swapping legacies

Rejecting the term collaboration, Versace deemed The Swap event a merging of two houses leading to a unique moment in fashion. Inspired by friendship and mutual respect, the Fendi by Versace and Versace by Fendi collections aim to disrupt traditional order and celebrate Italian fashion.

Donatella Versace and Silvia Venturini-Fendi stepped away from their respective houses to gain new insight on each other's creative visions, while Fendi's artistic director Kim Jones helped facilitate this journey ([see story](#)).

In the new film, Ms. Versace and Mr. Jones joyfully share memories and thought processes behind classic and contemporary products.

Fendi and Versace share an exclusive look at everything that went into The Swap

"It was just amazing to see the detail and the finishings and the reality that they're there," Mr. Jones says in the film.

Throughout the film, the respect and admiration that the two hold for one another as both designers and friends becomes increasingly and charmingly apparent.

"Kim is a very generous person, and he really appreciates friendship," Ms. Versace says in the video. "When he's friends with somebody, he's a real friend, you can trust him 100 percent."

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