

APPAREL AND ACCESSORIES

Versace celebrates Lunar New Year, joy yet to come

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Versace is celebrating the Lunar New Year in style. Image credit: Versace

By KATIE TAMOLA

Italian fashion house Versace has kicked off celebrations for the Year of the Tiger with an all-out new year gala.

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In an inviting and lively short film, acrobats, dancers and an Olympian showcase the Versace Lunar New Year capsule collection. The campaign offers peak entertainment by celebrating both the holiday as well as various luxurious items from the new collection.

"Being able to blend the Lunar New Year, highlight the Year of the Tiger as well as sports and fashion was a great way to incorporate the house of Versace, the holiday as well as thinking about the upcoming Winter Olympics," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"Being able to get a blend of spinning plates, dancers and a figure skater while also sharing vibrant products allowed this variety show to resonate with the intended customers as well as those that are just fans of the brand."

Star-studded celebration

The vignette opens in a stunning setting, an expansive stage with a red backdrop, highlighting a golden lion and the word "Versace" in neon pink. The setup resembles a glamorous gameshow with the ultimate basis in luxury.

The host wishes everyone a happy new year and explains that they are celebrating a moment of saying goodbye to the past while welcoming the exciting unknown of the future.

Champion ice skater Chen Lu helps Versace celebrate the Year of the Tiger

"Versace will send blessings to everyone with love," the host says before introducing the first program of The Butterfly Lovers. Chen Lu, the Olympic medalist that makes a cameo in the campaign, is known for her figure skating programs set to the famous Chinese opera.

Before the performers go on, a quick shot pans to Versace's La Medusa handbag and additional accessories in a pink colorway.

The performers then emerge offering a stunning and meticulous display of dancing and spinning plates. The host

later asks the performers to explain their craft as they stand on stage fashioning jackets and additional looks from the new capsule collection.

After shots of Versace accessories, including a sleek black backpack, a dancing duo featuring Jia Liu decked out in Versace apparel from the new collection, then performs.

The host then introduces another special guest, Ms. Chen, before asking her to share her new year's resolutions. She shares her hopes for continued prosperity for China's athletes in winter sports.



Versace's Lunar New Year capsule collection which includes backpacks, jackets, handbags, necklaces, sneakers and more. Image credit: Versace

In an ode to tradition, Ms. Chen also offers the host a red envelope. Gifting red envelopes is a practice for social events and Chinese New Year as the color red symbolizes good luck.

Consumers can currently shop Versace's Lunar New Year capsule collection which includes backpacks, jackets, handbags, necklaces, sneakers and more.

Bold celebrations

Versace does not shy away from the celebrations of life, often producing campaigns that make consumers feel invited to the party.

In November 2021, Versace indulged in the holiday spirit and seasonal luxuries with a film campaign and gift guide.

As the holiday shopping season unfolded slightly earlier last year, brands kicked off the festive period with themed, creative messaging. The "Versace on Ice" campaign followed a figure skater as she prepares and executes a routine, fully outfitted in pieces from Versace's holiday collection ([see story](#)).

Versace also continues to prove that the house is not afraid to take chances and try new things.

Last year, Versace and Fendi ended Milan Fashion Week with an unprecedented design swap, presenting two collaborative capsule collections.

Rejecting the term collaboration, Versace deemed this 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 aimed to disrupt traditional order and celebrate Italian fashion ([see story](#)).

"Versace is known as a brand that is for the bold and the individual that wants to stick out," Ms. Smith said. "It's also a brand that is celebratory whether it's heritage or simply your identity and how you see yourself."