

APPAREL AND ACCESSORIES

Versace taps Hadid sisters in familial approach to spring campaign

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VERSACE, VERSACE, VERSACE

The Hadid sisters and Donatella Versace in the new campaign. Image courtesy of Versace

By LUXURY DAILY NEWS SERVICE

Italian fashion house Versace has recruited supermodel sisters Bella and Gigi Hadid for its spring/summer 2022 campaign.

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The duo is posing alongside Donatella Versace, artistic director at Versace, in the new effort. The brand has often worked with the Hadid sisters, and the campaign depicts a familial theme.

"Family is always at the heart of everything I do, which is why I love Bella and Gigi so much," Ms. Versace said in a statement. "They perfectly exemplify the strength between sisters, and they share that message to our Versace sisterhood worldwide.

"I want this campaign to be a warm hug to the global Versace family at the start of 2022!"

Sisterhood by Versace

Imagery for the campaign was shot by photography duo Mert Alas and Marcus Piggot, in bold creations reflective of photographer Richard Avedon's previous beloved photography for the brand.

Looks from the campaign symbolize familial unity, as the sisters are dressed in alternate colored latex dresses with matching La Medusa handbags and mini bags as well as satin Triplatform heels.



The Hadids are no stranger to Versace. Image courtesy of Versace

Singer Maluma, who Versace recently tapped as the center of its recent men's advertising campaign, also makes an appearance in the new spring campaign.

The Hadid sisters are no strangers in the brand, fashioning Versace looks on red carpets, runways and more, as well as appearing in numerous Versace campaigns over the years.

The younger Ms. Hadid appeared alongside models Hailey Bieber and Louis Baines star in Versace's Dylan Turquoise and Dylan Blue fall 2020 campaigns. Versace enlisted Gordon von Steiner as director and Harley Weir as photographer ([see story](#)).

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