

APPAREL AND ACCESSORIES

## Versace views men's collection from fresh vantage point

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*Donatella Versace described the new collection as Versace Men's 2.0. Image credit: Versace*

By SARAH RAMIREZ

Italian fashion label Versace is highlighting its fall/winter 2022 men's collection in a new avant-garde film.

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While many of the brand's spots are focused on women's wear or both women's wear and menswear, the newest collection film is dedicated to the Versace men. Like the collection itself, the film examines house codes in a modern and inventive way.

"Interchanging between moods, accessories, movement and attitude the collection has a distinct personality and shows a new age and feeling on what it means to be a Versace man," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"There is a merge between elements of the classic Versace iconic tones being brought forward in a new way as well as introducing new motifs and signatures that make you want to see what that means in future seasons and collections."

Ms. Smith is not affiliated with Versace but agreed to comment as an industry expert. Versace was reached for comment.

### Modernizing the Versace man

The film opens in black-and-white, with a nude male model posing tastefully while a classical score plays. As the camera zooms out, it is revealed he is on a screen set on a pedestal.

Then, the film goes back to showing the model looking seductively at the audience before colorful frames flash interrupting the video visually. The film was directed by frequent Versace collaborator Gordon von Steiner, with creative direction by Kevin Tekinel and Charles Levai.

### *The new Versace collection film captures modern opulence*

In a tonal shift, the video's black-and-white becomes technicolor and the classical music becomes the electronic dance track "Attitude" by French musician Lewis OfMan. A group of male models dressed in black trench coats and

oversized pants are revealed to be tracing the Versace Medusa on a glass pane.

In a montage, the models individually pose in front of a gray backdrop in Versace's fall collection before they start stripping down to their Versace underwear an unsurprising move given the label's provocative nature.

As the song continues, the models pose in more colorful garb and lean against Greek-style pedestals in a call back to the film's opening scene.

"Seeing the diversity of the models, the style and the geometry that plays throughout the video keeps the collection as well as the models and their personality at the core of the video," Ms. Smith said

For a moment, "Attitude" is slowed down, and some instrumental chords are played underneath. Once again, the video is in black and white as the models pose in some monochrome looks.

When the song picks back up, the men are posing with an oversized black sphere an allusion to the Greek titan Atlas, who is often depicted as holding the globe over his shoulders. In Greek mythology, the demigod Perseus turns Atlas to stone using Medusa's head.

The Medusa head is later seen on a gold coin as one of the men practices sleights of hand.

For the film's final act, the men casually lounge on leather couches and chairs against a red backdrop the same vibrant hue used for numerous Versace products, including its Eros Flame eau de parfum for men.



*The film references many Versace codes. Image credit: Versace*

In the last scene, the men walk across the scene as if on a catwalk and creative director Donatella Versace briefly appears in the background, observing the scene.

"This collection introduces Versace Men's 2.0," Ms. Versace said, in a statement. "Launching this new chapter on the second day of the second month in 2022 feels right.

"It represents a next step and a move forward, not focusing on the singular but on multiplicity, progression and diversity exactly what I see valued by the new generation and the way they express their masculinity in so many refreshing ways," she said. "This collection embraces that by looking not at the Versace Man but to the Versace Men."

Versace and virility

Versace has often found unique and creative ways to explore masculinity.

In 2018, the Italian label painted a picture of a man who is in touch with his emotions in a film marketing Eros Flame. "A Fiery Romance" featured a couple exhibiting their love in an artistic sequence akin to an interpretative dance ([see story](#)).

Versace similarly told a cinematic story of modern masculinity to launch a previous cologne. Shot by photographer Bruce Weber, the 2016 black-and-white campaign film for the Dylan Blue scent starred a cast of models and fighters, who come together for a vintage-inspired tale of friendly rivalry and friendship ([see story](#)).

The latest collection film continues the brand's abstract and introspective look at virility.

"The Versace brand regardless of gender is about making powerful statements and creating signatures while not being afraid to show them in new lights," Ms. Smith said. "It is able to maintain its luxury feel when you hear the name while also leaving the viewer expecting what's next and knowing that it has been done with thought and it's something that will continue to be seen over a period of time."

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