

APPAREL AND ACCESSORIES

Versace taps Cole Sprouse in latest eyewear effort

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Actor and model Cole Sprouse fashioning the Medusa Focus sunglasses. Image credit: Versace

By LUXURY DAILY NEWS SERVICE

Italian fashion label Versace has recruited American actor and model Cole Sprouse for its latest eyewear campaign.

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Mr. Sprouse was photographed with a hand-held camera, capturing the charisma that many of his fans know him for. In both campaign imagery and a short film, the actor reflects Versace's spirit in this expressive and masculine campaign, embodying entertainment and humor.

Stars and sunglasses

Mr. Sprouse has acted for decades, spanning roles on both television and film, including recent roles in the 2019 film *Five Feet Apart*, the television show "Riverdale" and the upcoming film *Moonshot*.

Mr. Sprouse was photographed in New York by internationally celebrated photographer Steven Klein. The images are lively, with Mr. Sprouse posing confidently and invitingly, drawing consumers into the products he is fashioning.

Mr. Sprouse is playful, humorous and stylish in the new campaign

Posing with his hands extended in a daring fashion as if he is challenging the consumer, the actor first models the Medusa Focus. A bold pair of metal navigator sunglasses with adjustable nose pads feature several house elements including the Greek Key and brand logo at the temples and include a small Medusa on the frame.

Next, Mr. Sprouse fashions the Medusa Mesmerize sunglasses, which offer a futuristic look and a wrap-around metal mask frame, as he stands tall with his hands pulling his collar, confidently and coyly. The Greek Key is located above the bridge of the piece with the Versace logo engraved on the temples.

In modeling the Medusa Dream sunglasses, Mr. Sprouse stands in an unbuttoned shirt runs his hand through his hair and stares intensely into the camera. With his striking stare, viewers can see the sophisticated round sunglasses, which also feature the Greek Key detail and Versace logo, available in gold or gold and matt black.

Although the products are disparate in their styles, Mr. Sprouse's charisma and liveliness remain the same, eliciting admiration from viewers and an understanding of Versace's sophisticated yet fun-loving ethos woven throughout

the campaign.

Last month, Versace enlisted supermodel sisters Bella and Gigi Hadid for its spring/summer 2022 campaign.

The duo posed alongside Donatella Versace, artistic director at Versace, in the effort. The brand has often worked with the Hadid sisters, and the campaign depicts a familial theme ([see story](#)).

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