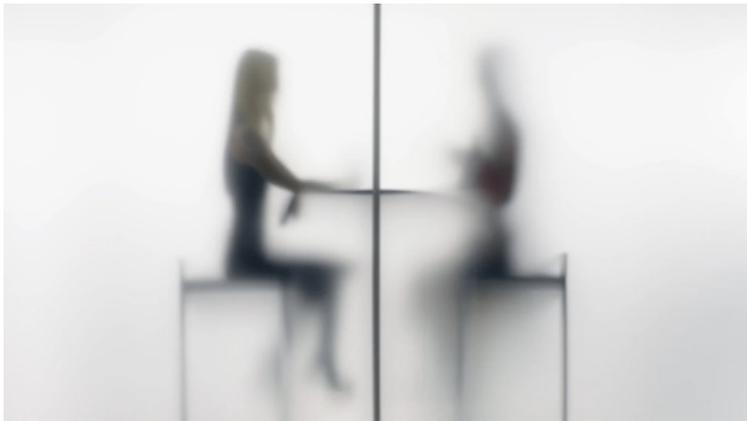


APPAREL AND ACCESSORIES

Versace spills all the secrets with creative confessional

March 9, 2022



Donatella Versace asks models to tell all in latest creative effort. Image credit: Versace

By NORA HOWE

Italian fashion house Versace is opening up the conversation in a new creative campaign featuring creative director Donatella Versace and the cast of its fall/winter 2022 fashion show.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In "Versace Confessional," the brand's creative director asks different models to share how they feel wearing the brand and confess their deepest Versace secrets. The short film highlights the brand's ability to think outside the box, while simultaneously remaining true to its identity.

Tell all

The campaign opens with a shot of Ms. Versace sitting at a table behind a frosted glass wall. Then, the first model joins her.

"Confess your Versace secret to Donatella, me," she says in a curious fashion.

Models unapologetically admit to the different ways Versace makes them feel

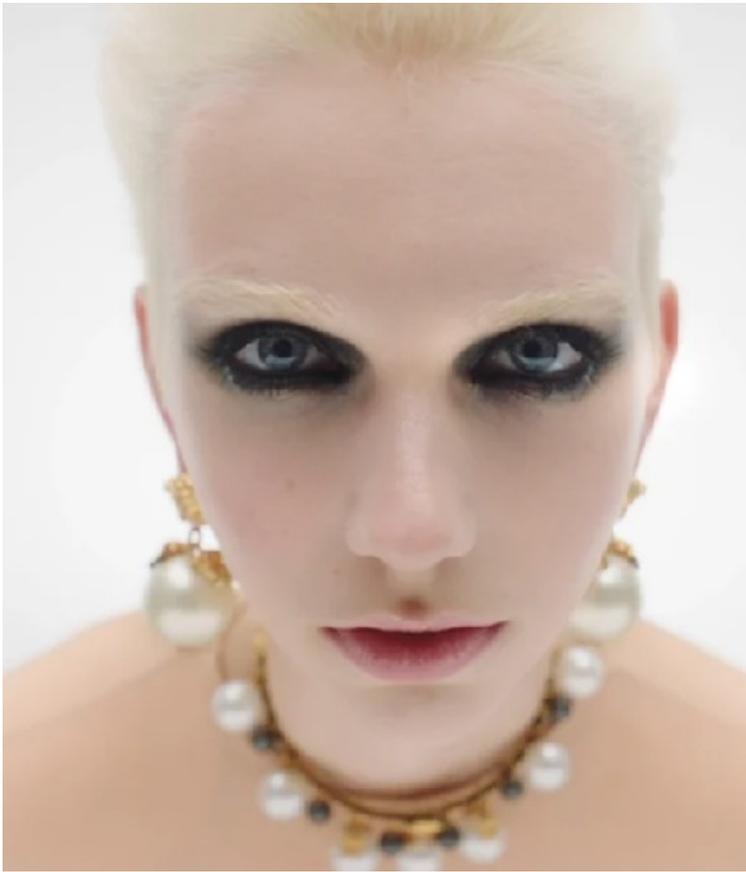
Switching to the creative director's point of view, the film shows snippets of each model in conversation with the fashion icon as they reveal their answers. The first question: how do you feel when you wear Versace?

Confident, powerful, good, proud and golden are just some of the terms used by the brand's cast of models. Inside the confessional, they all wear pieces from the fall/winter 2022 collection.

Ms. Versace follows up with her second question: what is the naughtiest thing you have done, admitting she, herself, has done a few naughty things in her life.

Some models humorously decline to answer, while one recounts the time she snuck out of the house. Another model says walking in the Versace fall/winter 2022 show is the naughtiest thing she has done.

The campaign aims to shed light on the ways Versace design allows women the strength and freedom to feel powerful and confident.



Models don various pieces from the brand's fall/winter 2022 show, designs they say make them feel themselves. Image credit: Versace

Released on International Women's Day, it may be no coincidence that Versace is hoping to spark feelings of beauty, confidence and self-love among women with its new collection.

High-profile cameos

While they are certainly recognizable figures, not all creative fashion directors put themselves in front of the camera when it comes to brand campaigns and creative marketing.

As an icon in the world of fashion, however, Ms. Versace has appeared in several Versace campaigns.

For its holiday campaign in December 2020, Versace paid homage to Hollywood culture with a humorous film featuring comedian Jordan Firstman in collaboration with Cond Nast's Vogue.

The film depicts Mr. Firstman as a bigwig Hollywood screenwriter who goes around Los Angeles delivering gifts.

By the end, he pulls up to the Versace store where a sales associate awaits him with a number of shopping bags. As he drives to his next destination, on the phone with his love interest, he pulls the car over, gets out and begins yelling across Hollywood how much he loves her.

Finally, the person on the other end of the phone is revealed and it is Ms. Versace in her holiday-decorated mansion ([see story](#)).

More recently, the brand recruited supermodel sisters Bella and Gigi Hadid for its spring/summer 2022 campaign, in which the duo poses alongside Ms. Versace in a familial approach ([see story](#)).