

APPAREL AND ACCESSORIES

Versace, Cher unite for Pride Month

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Versace is continuing its support of the LGBTQ+ community with a Cher capsule collection. Image credit: Versace

By LUXURY DAILY NEWS SERVICE

Italian fashion house Versace and pop icon Cher have come together as champions of the LGBTQ+ community to celebrate Pride Month through a new "Chersace" capsule collection.

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The collection includes two t-shirts, socks and a cap with a portion of all proceeds going to Gender Spectrum, a nonprofit organization selected by Donatella Versace and Cher for its work in supporting young LGBTQ+ community members.

Chersace for Pride

To announce the collection and initiative, Versace published a video on its social platforms starring Jake Bongiovi, son of renowned musician Jon Bon Jovi, who introduces the project.

"Two icons, both alike in diva energy, in Pride Month, where we celebrate the scene," he says. "From long-held friendship to new love and unity, where Cher and Versace make Chersace."

The collection ranges from \$125 to \$3,350 and is available exclusively at [Versace.com](https://www.versace.com), with a portion going to Gender Spectrum.

Jake Bongiovi introduces Chersace

Gender Spectrum works to create gender-sensitive and inclusive environments for all children and teens by providing online programs, resources and information that young people, parents and families can use to further their understanding of gender and learn the value of parental and adult support.

Last year, Versace celebrated Pride Month in a similar fashion by collaborating with singers and renowned LGBTQ+ ally Lady Gaga.

To commemorate the 10th anniversary of the singer's *Born This Way* album, and in time for Pride, Versace auctioned a replica of the leather jacket the Academy Award-winning singer wore on her accompanying world tour, with all proceeds being donated to the star's Born This Way Foundation ([see story](#)).

In addition to the collaboration with Cher, Versace owner Capri Holdings pledged \$10 million through the creation

of its Versace Foundation, which aims to foster, promote and support programs, projects and activities designed to generate awareness of and support for the LGBTQ+ community ([see story](#)).

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