

APPAREL AND ACCESSORIES

Versace stages chic rebellion with Lily James

July 14, 2022



Actress Lily James stars in the fall-winter campaign for Versace. Image credit: Versace

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Versace** has gone full goth in a campaign for its fall-winter 2022 collection starring British actress Lily James.

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

Shot by photographers Mert Alas and Marcus Piggott under the direction of the campaign's creative director Ferdinando Verderi and chief creative officer Donatella Versace, the actress appeared in all black, holding a Greca Goddess bag triumphantly above her head. Writing "Goddess, Rebel, Versace" in a tweet accompanying campaign imagery, the brand is calling on consumers to channel their most defiant, confident selves.

Be free, be Versace

Ms. James, born Lily Thomson, is an Emmy and Screen Actors Guild Award-nominated actress who has starred in critically acclaimed films, "Baby Driver," "Mamma Mia!" and "Yesterday" and television shows, including "Downton Abbey," "War & Peace" and "Pam & Tommy."

In campaign imagery, Ms. James reflects a confident, rebellious aim as the actress fashions jet black hair with matching fringe bangs, long black leather gloves and gold bracelets that match the gold accents of the Greca Goddess bag she holds.

Additional imagery spotlights a leather boot with a large heel and gold buckles, complete with a tweet reading "A Regal Rebel."

Modern, Opulent, Versace,

The [#VersaceFW22](#) campaign from Donatella Versace.

Chief Creative Officer: Donatella Versace

Campaign Creative Director: Ferdinando Verderi

Photographers: Mert Alas & Marcus Piggott

Starring: Parker Van-noord pic.twitter.com/d7HyhjJATD

VERSACE (@Versace) [July 12, 2022](#)

Rebellion radiates for the fall-winter Versace 2022 campaign

A male model spotlights menswear for the fall-winter campaign, in a white t-shirt that reads "Versace" in small, black text overlay, a black leather jacket, pinstriped black and gray pants and more.

With mainly black ensembles, confident poses and an emphasis on leather, the campaign truly reflects and invites confident rebellion.

Ms. James has a longstanding relationship with luxury, having been named the face of British fashion label Burberry's My Burberry fragrance in 2016 ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.