

APPAREL AND ACCESSORIES

Versace wows with new mythopoetic handbag campaign

September 8, 2022



An image from Versace's "Greca Goddess Bag" campaign film. Image credit: Versace

By AMIAH TAYLOR

Italian fashion house **Versace** is elevating its new Greca Goddess bag to icon status with a visually stunning fall-winter 2022 film starring British actress Lily James.

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The Greca Goddess shoulder bag, a hotly anticipated release for luxury consumers, has finally debuted. Featuring geometric Greca hardware and smooth calfskin leather, the supple handbag is available in four shades: black and gold, light blue, gray and white.

"The contrast of hard white marble against soft peachy flesh both echoes and envelopes the viewer as they are transported from the Parthenon-like museum to the more organic and bucolic backgrounds of nature," said David Friedman, cofounder of **WealthQuotient**, New York.

"In this campaign, Versace successfully navigates the viewer to the broader narrative and adroitly avoids myopic focus on the actual luxury artifact," he said.

Greek grandeur

The Versace campaign film begins with Ms. James lying in a green expanse of grass, clothed from head to toe in black. As she balances the Greca Goddess bag on her hip, she looks over her shoulder with a penetrating stare.

Versace's "Greca Goddess Bag | Fall-Winter 2022 Campaign Film"

The next focal point is the Greca Goddess bag in a striking shade of red, surrounded by white marble Greco-Roman statues.

In a time-lapse video, Ms. James is seen in a red corset dress with mesh detailing and matching dark-hued lipstick, posing like a contemporary Greek goddess.

Completely enthralled by a sense of personal power, Ms. James leans in to softly kiss one of the male statues. In another scene, Ms. James lies amongst flower petals wearing a long checkered knitwear cardigan.

The Greca Goddess bag in the shade light blue takes center stage. Then, the scene transitions to show Ms. James in a

black ensemble standing inside of a hollowed-out tree, the Greca Goddess clutch in black and gold at her center.

Versace's "Making of a Goddess / Greca Goddess Bag Craftsmanship" campaign film

Another model with a shaved head, Medusa pearl choker and matching earrings stands amongst white blossoming flowers. The Greca Goddess bag in a gray shade hangs from the branches like an exotic Italian fruit.

After a lingering glance at Ms. James in a saturated red ensemble with a matching Greca Goddess clutch, the film comes to a close. The brand's iconic logo flashes across the screen to conclude.

The lure of a Grecian paradise

Versace has long had an appreciation for Greek motifs and mythology, using the story of Medusa as brand inspiration ([see story](#)).

However, the Italian fashion label is not alone in its attraction to Grecian imagery and culture. Marriott International's The Luxury Collection recently announced the opening of a new resort in Paros, Greece ([see story](#)).

Richemont-owned jeweler Cartier also highlighted the Greek island of Mykonos in its #CartierSummer series which curated a series of seaside dropoffs and relevant accessories ([see story](#)).

"Leveraging the accent on the marble busts serves to strengthen the overall brand by invoking the historical Greco-Roman narrative to transcend what can be viewed as the more generic democratized label of Italian fashion," Mr. Friedman said.

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