

ARTS AND ENTERTAINMENT

## Versace sponsors Richard Avedon exhibit at Milan's Palazzo Reale

September 21, 2022



*Donatella Versace fronts a portrait of collaborator and friend-of-the-house Richard Avedon, at his new Palazzo Reale exhibit. Image credit: Reuters*

By LUXURY DAILY NEWS SERVICE

Italian fashion label Versace is celebrating the legacy of one of fashion photography's greats by way of a new art activation.

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The house has announced a new partnership with Milan-based art museum Palazzo Reale, which will debut "Richard Avedon: Relationships", a showcase of works from the American photographer. Primary supporter Versace honors its longstanding relationship with Mr. Avedon by sponsoring the exhibition, which will open during Milan Fashion Week on Sept. 22 and run until Jan. 29, 2023.

"Gianni and I loved working with Avedon," said Donatella Versace, in a [statement](#).

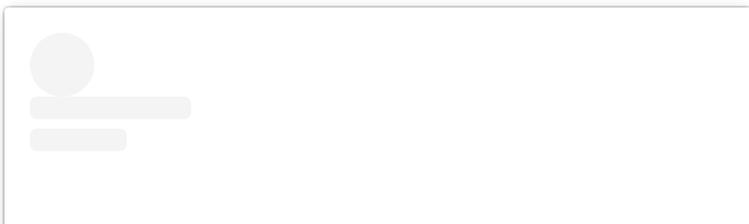
"We loved coming up with the story of the campaign together and watching as he and the incredible models brought that story to life."

Medusa motifs

Palazzo Reale is putting up 100 of Mr. Avedon's fashion photographs and portraits from the extensive collection at the Center for Creative Photography on display, with a Milan fashion Week open during Milan Fashion Week, .

"Richard Avedon: Relationships" is just as interested in the photographer's process as is his product, taking visitors through a number of original Versace campaign prints from the 1990s.

Over the course of a career comfortably spanning half a century, Mr. Avedon reached many milestones, one of which being a near 20-year collaboration duration with Versace.





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The photographer delivered some of the house's most iconic images during the reign of Mr. and Ms. Versace, shooting models-turned-household names including Claudia Schiffer, Kate Moss, Linda Evangelista, Naomi Campbell, Christy Turlington and Shalom Harlow. His images served as the foundation of the supermodel craze of decades past.

The exhibition will also include video interviews with Mr. Versace dating back to 1994, as well as exclusive interview content featuring Ms. Versace, who discusses the sibling duo's relationship with Mr. Avedon and his work. Ms. Versace has also penned a foreword for the exhibition's dedicated catalog.

"Iconic is an over-used word but these images are truly iconic," said Ms. Versace, in a statement.

The Italian fashion house, marked by its famous Greek motifs, continues moving forward by looking back, with a visually stunning recent fall-winter 2022 film drop starring British actress Lily James ([see story](#)).

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