

APPAREL AND ACCESSORIES

Versace starts fresh for fall/winter 2023

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Shots captured in Milan by photographer duo Mert and Marcus bring together heritage and contemporary confidence. Image credit: Versace

By EMILY IRIS DEGN

Italian fashion label Versace is enlisting a slew of well-known models for a new campaign.

Visuals for the brand's [fall/winter 2023 collection](#) involve the likes of Russian model Irina Shayk and American models Gigi Hadid and Anok Yai, each embodying a fierce spirit as they don the house's latest designs in signature silhouettes. Shots of the subjects posing fiercely in black and white are cut with colorful scenes of city streets for the drop, as Versace brings together heritage and contemporary confidence.

"The House has released a timeless collection of pieces for both the Luxury Lover (who focuses on luxury for every day) and ProPrioritizer (who focuses on luxury for their career)," said Neen James, luxury leadership expert and CEO of [Neen James](#), Tampa.

"These two luxury mindsets believe luxury gives them more confidence and makes them feel more powerful personally and professionally," Ms. James said. "They see luxury as a reward for hard work, and Luxury Lovers specifically will appreciate the strategic placement of the logo and hardware in these pieces.

"Overall, the campaign gives you a sense of momentum that seduces you with secret images that have influenced the colors in the fabrics, the functionality and diversity of the collection, all while being speed-focused on the future and a new direction for Versace."

Ms. James is not affiliated with Versace, but agreed to comment as an industry expert.

Power dressing

Captured in Milan by photographer duo Mert and Marcus, much of the campaign takes place on Via Ges 12 at Versace's famed palazzo.

While frames featuring the house's latest fashions were created on set, a montage of other local urban hotspots is applied to a central marketing video treatment.

Famous figures power pose for fall/winter 2023

Throughout the greyscale segments, the model collective emphasizes both silhouettes and cuts with their poses, revealing expressions of power as they showcase self-assurance.

The traditional, classic tailoring that defines the talents' outfits contrasts with vibrant footage of modern Milan,

which finds its way into the campaign. Subways and twinkling lights provide a glimpse into the famous city's identity in the 21st century as a place revered for its ancient history.

"This campaign celebrates everything I love about Versace: the power, the tailoring, the attitude," said Donatella Versace, chief creative officer at Versace, in a statement.

"I love the black and white images that really showcase the iconic silhouette of the season, and the color pictures that bring the collection to life in the heart of Milan," Ms. Versace said. "On set, I loved that the models felt strong, empowered, and fierce exactly how you should feel when you wear Versace."



Gender performance is delved into by Versace, as male models sport skirts and flowing silhouettes. Image credit: Versace

Themes of empowerment and inclusivity emerge in a reflection of current trends at large.

From skirts worn by men to suits for women, the gender spectrum is explored through apparel as Versace dances with concepts like gender neutrality, a choice that could prove profitable.

"The luxe fabrics, diverse textures, and options for male, female and the non-binary will be enjoyed by those faithful to the House and also attract a new (and potentially younger) clientele," said Ms. James.

Thanks to a monochromatic color palette and timeless looks, the collection's clothing and accessory items can be used in a large range of combinations, therefore extending the lifespan and wearability of the attire.



Top models grace Versace's fall/winter 2023 imagery. Image credit: Versace

Versatility is celebrated in the stills and video, the figures swapping places interchangeably within a blank space, a setting that could represent anywhere in the real world.

"The ProPrioritizer uses luxury as power to give them more confidence in their career, and they value brands that are authentic and reliable," said Ms. James.

"The collection allows them to include timeless pieces that are versatile for their personal and professional lives," she said. "The collection's functionality broadens the appeal of Versace, as younger consumers and ProPrioritizers who are conscious of the brand's societal and environmental impact will gravitate to the flexibility of these pieces."

Digital deletion

Though dives into rebellion ([see story](#)) and fierceness ([see story](#)) are nothing new for the Italian label, there is an element of its latest effort that is decidedly fresh.

Upon releasing the fall/winter wear, Versace removed all public-facing posts on its Instagram account and replaced

them all with a handful of current campaign assets.

Whether accomplished via a temporary archiving of previous items or done in a move that marks a new norm remains to be seen.



A popular marketing ploy within luxury, Versace captured behind-the-scenes campaign content, included on its refreshed Instagram. Image credit: Versace

Now, the label is entirely focused on the drop as far as social media goes, only offering looks at what is new and what lies ahead rather than what it has brought forth before. The decision seemingly urges fans to do the same, exclusively revealing glances at the future while erasing the past from view.

"The deletion of their Instagram posts, to showcase only their current collection is surprisingly genius," said Ms. James.

"This strategy creates intrigue for followers, cleverly directs attention to the current collection, leaves them wanting more, and perhaps even creates a curiosity that causes them to seek additional images on their website or other social platforms," she said. "Attention is all about connection, and Versace is connecting with their luxury fans in a new and innovative way, and I suspect other brands will follow this strategy.

"In our hyperconnected, overwhelmed, overstressed world, they grabbed our attention (and kept it), focusing us only on their latest masterpiece."

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