

APPAREL AND ACCESSORIES

# Versace Icons campaign taps into power of Cillian Murphy

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*The actor is currently best known for his titular leading role in "Oppenheimer." Image credit: Versace*

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By ZACH JAMES

Academy Award-winning talent is at the core of Italian fashion label Versace's latest marketing endeavor.

Fresh off his win for Best Actor at this year's Oscars ceremony, Irish actor Cillian Murphy is one of the faces of the renewed Versace Icons campaign. Joining him is American actress Anne Hathaway, sharing the stage as luxury returns to A-list talent following a period of leaning upon influencers and lesser-known stars.

## **Versace man**

Celebrated for his roles in films such as "Oppenheimer" and "28 Days Later," as well as television shows such "Peaky Blinders," Mr. Murphy is a draw for mainstream audiences as well as the classic luxury crowd.

### *Mr. Murphy stars in the initiative*

In the Versace Icons campaign, the acclaimed actor speaks on his approach to being on set and getting the best work out of himself, whether that is for a movie or a smaller project. Captured on the set of his photo shoot for the initiative, he poses for pictures while wearing existing collections from the maison.

Tailored suits, leather and custom outfits in Medusa and Barocco print make up his portion of the initiative, also available for purchase on the brand's [website](#).

"Collaborating with Donatella from sharing image references to selecting the music of Fountains D.C. for the video resulted in a campaign that reflects who I am," said Mr. Murphy, in a statement.

"The collection of well-cut, empowering designs made from great fabric suits me perfectly."

## **Feminine icons**

Despite his starring role, Mr. Murphy is only one half of the Versace Icons campaign.

Appearing in a separate advertisement, Ms. Hathaway shares her experiences with the house's chief creative officer Donatella Versace. Sporting a selection of unisex suits, a "rib knitted shirt dress," and various accessories and bags including those from the celebrated Medusa '95 handbag line Ms. Hathaway lends an A-list flair to the marketing.

*Ms. Hathaway stars in her own campaign film*

"I have met so many Versace women who are powerful, emotionally available, ambitious, substantive, funny, fierce, loving, singular, sexy, smart, talented, generous, very much like Donatella," said Ms. Hathaway, in a statement.

"I have observed that a Versace Woman is herself," she said. "I am so thrilled and honored to be considered a Versace Woman and am overjoyed to reunite with the Versace family for another Icons campaign."

Hollywood is amid a resurgence in luxury advertising, with cult favorites ([see story](#)), Disney alumni ([see story](#)), 1980s icons ([see story](#)) and blockbuster action stars ([see story](#)) all appearing in recent campaigns and activations.

The sudden rebirth of A-listers in high-end brands' marketing endeavors follows a sustained break from the stars, as audiences gravitated towards influencers and more niche talents ([see story](#)).

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