

Versace presents collaborative vision for spring/summer 2026

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Legendary American fashion photographer Steven Meisel contributes his vision of Versace Embodied to the collaborative spring/summer 2026 campaign. Image courtesy of Versace

By AMIRAH KEATON

For a new campaign, Italian fashion label Versace convenes a creative trio and cast.

Mexican photographer Tania Franco Klein, British multidisciplinary artist Frank Lebon and American fashion photographer Steven Meisel each present Versace's spring/summer 2026 collection using three distinct visual languages. Launched Feb. 3, the release continues the brand's Versace Embodied platform conceptualized by creative director Dario Vitale.

Multiple perspectives

Rather than assigning a single artistic lead to its latest campaign, Versace structures its spring/summer 2026 messages around three independent photographic voices working under one vision.

The casting combines artists, athletes, choreographers, writers and actors, including Drake Carr the New York City-based artist completed a life-sized drawing for Chapter Two of Versace Embodied along with Lexee Smith, Selena Forrest, Chu Wong and a wider street-cast ensemble.

Each image-maker contributes a unique aesthetic to the campaign, producing visuals on their own terms.



Mexico-based photographer Tania Franco Klein delivers cinematic, highly saturated imagery featuring the seasonal collection. Image courtesy of Versace

Ms. Klein delivers cinematic, highly saturated frames, Mr. Lebon introduces collage-based and analogue experimentation rooted in underground culture and Mr. Meisel provides a more direct, fashion-driven aesthetic tied to the house's historical image codes.

The resulting campaign places emphasis on emotion and attitude, allowing different creative interpretations to coexist within the same seasonal launch.

Across the board, Versace leans into visual and cultural contrast: stylized fashion imagery makes reference to street culture in certain shots, while others draw on movement, borrowing elements from performance arts.



British multidisciplinary artist Frank Lebon for Versace Embodied. Image courtesy of Versace

While past Embodied chapters play with the medium, the current narrative remains straightforward in centering the camera.

Shifts in lighting and framing are used to separate each creative voice while maintaining a shared tone.

Creative direction for the campaign is led by Mr. Vitale, with art direction by Lina Kutsovskaya of BeGood Studios and styling by Spencer Singer. Separate creative and production teams support each photographer.

Versace Embodied

Unveiled in September 2025 ([see story](#)), Versace Embodied was conceived as an ongoing creative platform intended to connect the house with cultural figures and creative communities through collaboration.

The initiative was launched as a multi-chapter project bringing together photographers, poets, visual artists, musicians and performers to explore themes of physicality, creative freedom and expressive confidence associated with the brand.

A second Versace Embodied chapter expanded the collective with new contributors, including Mr. Carr, Liv Liberg, Jeff Mermelstein, Momo Okabe and Doug Ordway, following the inaugural fall release.

Dutch photographer Liv Liberg explores matriarchal themes closely associated with Versace for the Embodied project

The project arrives as Mr. Vitale prepares to depart Versace ([see story](#)) the maison will soon welcome Belgian designer Pieter Mulier of French couture house Alaa ([see story](#)) marking one of his final major initiatives for the brand.

The outgoing creative director originally presented his spring/summer 2026 collection designs at Italy's Pinacoteca Ambrosiana, the oldest art museum in Milan; this respect for art and the archives continues in the most recent campaign.

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