

INTERNET

Versace takes center stage on Lady Gaga fan site to show authenticity

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By SARAH JONES

Italian fashion brand Versace was featured in a video from pop star Lady Gaga that follows her trip to Paris to attend the house's couture fashion show.



Lady Gaga is the face of the house's spring 2014 fashion campaign, and continues to mention Versace on social media, giving the brand millions of new ears and eyes. This video, the first of two, expands on the relationship between the celebrity and the label, and furthers the message that the two are genuinely friends.

"I would say Versace's strategy is brand association as well as extending its reach to a younger demographic with eclectic tastes and avante garde tendencies," said Andrew Kelly, market development specialist at [Baesman](#), Columbus, OH.

"Versace is a luxury fashion brand, known for being avante garde, and expanding their brand to include Lady Gaga and little monsters culture is a win-win for both," he said.

Mr. Kelly is not affiliated with Versace, but agreed to comment as an industry expert.

[Versace](#) did not respond by press deadline.

Inside view

Lady Gaga's video was posted to her fan Web site LittleMonsters.com, and is part of her "Gagavision" series, which she films and edits herself.

The video is underscored by the song "Mambo Italiano." It begins with the pop star getting off a plane in a floor length black gown. She gets into a limo and the viewer sees her en route drinking Champagne.



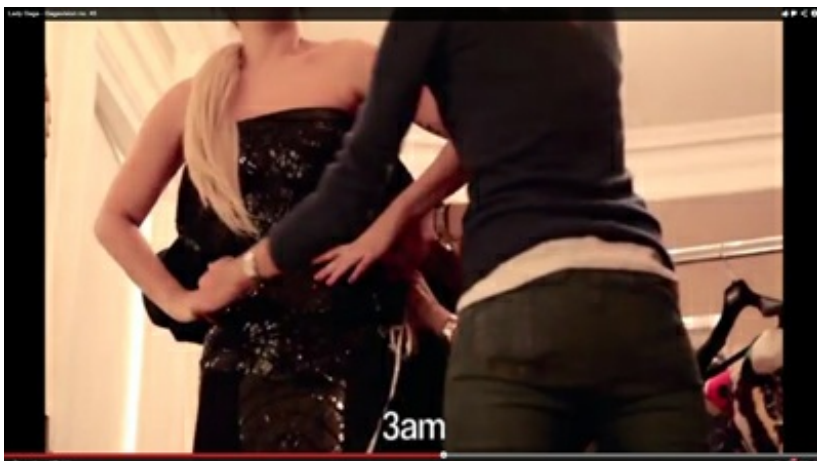
Video still

The entertainer arrives at her hotel, and she jumps up and down from excitement. She smells the flowers on a side table, and explores the rest of her suite.



Video still

Lady Gaga then examines a rack of clothing selected for her to possibly wear to the Versace show. She hugs her stylist, whom she likely met while filming her campaign.



Video still

A team of people work to find her outfits, helping her into garments. After fittings, the star lounges on a couch before saying goodnight to her companions.

Also posted on YouTube and Facebook, the video had been viewed 135,772 times and shared more than 600 times, as of press time.

Versace picked up the video and posted it to its Facebook page, where the general fan comments stated how much they adored the singer.

However, some fans of the fashion label are starting to tire of the frequent posts about the celebrity.



Facebook comments on Versace's account

Fresh take

Italian fashion house Versace officially confirmed Stefani Germanotta, better known as Lady Gaga, as the face of its spring 2014 campaign, a departure for the brand that usually uses models rather than celebrities in print ads.

This campaign marks the first time that Lady Gaga has appeared in any fashion advertising, giving Versace a unique edge. By using a famous face in its advertising, Versace is able to capture consumer attention, but advertisers need to be careful which stars they pick to represent their brand ([see story](#)).

Since the campaign was unveiled, both the Versace and Lady Gaga have mentioned each other on social media, keeping the conversation going and showing the genuine nature of their relationship.

Showing a brand through a celebrity's eyes can create an endorsement, as well as show the brand in a new light.

For instance, French fashion brand Dior filmed famous attendees of its Haute Couture runway show talking about the collection to sustain interest.

The video, which Dior included in its online magazine and on its YouTube channel,

includes an array of international fashion and film stars to appeal to a wide, global audience. Most brands photograph the celebrities seated in the front row of their shows, but this video takes the endorsement a step further ([see story](#)).

This ongoing partnership is likely to be effective for Versace, as it only gets more exposure to Lady Gaga's legion of fans.

"Lady Gaga is a powerful brand, and this exposure is more than likely going to positively impact the way Versace is viewed and experienced by not just little monsters, but by anyone who is familiar with either Lady Gaga or Versace," Mr. Kelly said.

"Versace will most likely benefit from being associated with little monsters culture and Lady Gaga as it seeks to gain more exposure among a slightly younger and eccentric audience with enormous buying power and social reach," he said.

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York