



APRITIMODA

MILANO > 21-22 OTTOBRE 2017

GIANNI VERSACE

Founded in Milan in 1978, Gianni Versace SpA is one of the most important fashion houses in the world, synonymous of luxury and Italian lifestyle all over the world.

Since its first collection, Gianni Versace has managed to enter the collective imagination thanks to its creative genius that challenged conventions with a strong, sensually glamorous and innovative fashion.

Donatella Versace, Gianni's youngest sister, who was already studying at the University of Florence, supervised the iconic photo campaigns that defined the unique image of Versace. In 1989 he became the artistic director of Versus, the young and rock line conceived by Gianni as a tribute to his sister.

As a leader of the Group's artistic direction since 1997, Donatella Versace has reaffirmed DNA's brand, going on with the history and invaluable Maison's value and turning to a new generation of global consumers, continuing to strengthen Versace's role in contemporary culture.

Today, the company is not just creating and distributing apparel and accessories, but ranging from watches, jewelry, glasses, scents to home furnishings, creating a real universe that has the Medusa symbol as a common denominator.



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PALAZZO VERSACE

Via Gesù owes its name to the Franciscan House, a monastery with an adjoining little church erected originally at the corner of the district where the nuns practiced the art of the spice.

In 1782, from no. 6 to n. 12 of the contrada, instead of the convent, the dwellings of the noble family Lattuada were built. The house at number 12 dates back to the late neoclassic period and still retains a romantic garden enclosure in the background of a large courtyard.

The Versace family acquired a first area of the palace of Via Gesù, 12 in 1982, and the rest in February 1986.

From the French tradition and from Italian culture, the idea was to create in this suggestive palace, not just a corporate headquarters but rather a home-studio in which the designer lived and worked, combining the traditional setting of the fashion maison of those years with the modern technical-productive needs.

On the first floor of the left wing of the building there is still the house of Gianni Versace, whose restoration work has been handled by the architect Lorenzo Mongiardino, while the rest of the palace now hosts offices, as well as the Atelier.