

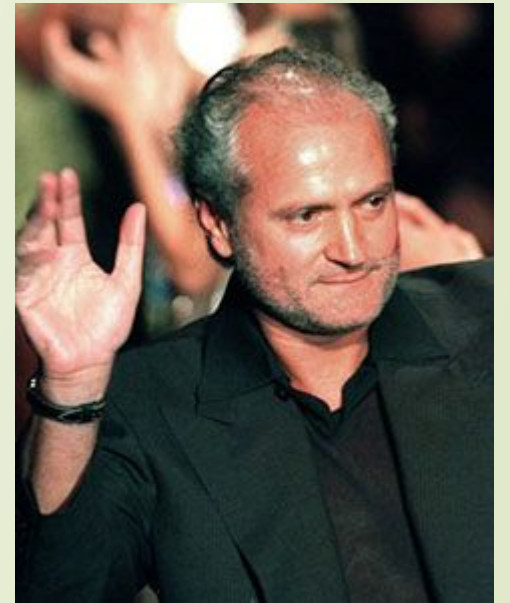




Gianni Versace





March 28, 1978 Versace presents the first branded collection of women's clothing in the Milan Art Museum of the Palazzo della Permanente [it] [16]. The first full-fledged fashion show takes place in September of the same year. In 1978, Gianni opened a boutique on the most prestigious shopping street in Milan - Via della Spiga [17]. Also in 1978, Gianni creates his own fashion house, Gianni Versace S.p.A., appointing his elder brother Santo as president and his sister Donatella as vice president [18]. Donatella is responsible for creative oversight and acts as Versace's key consultant. Gianni also recruits Donatella's husband Paul Beck as director of men's clothing lines






In the 1980s, Gianni develops clothes for his own brand, as well as exploring new areas of business. In 1981, he launched the Gianni Versace fragrance for women, and in 1984, the men's fragrance L'Homme . In 1982, Versace expanded his business by starting the production of jewelry and household goods, including furniture, textiles and tableware (jointly with Rosenthal) under the Versace Home brand .



In 1989, Versace declared himself in the world of haute couture, having begun to create haute couture collections under the Atelier Versace brand and staged shows at the Paris Ritz hotel. For his advertising campaigns and fashion shows in the 1980s and 1990s, he used the most famous photographers and fashion models. The products of his fashion house were represented by Cindy Crawford, Christy Turlington, Naomi Campbell, Linda Evangelista, Claudia Schiffer and many others .





Gianni Versace reached the peak of his fame in the early 1990s, among his famous clients - Madonna and Princess of Wales Diana.

Versace's style is characterized by bright colors and their combinations, as well as combinations of materials of different textures - wool with silk and leather, denim and lace, etc.

