



VERSACE

Versace

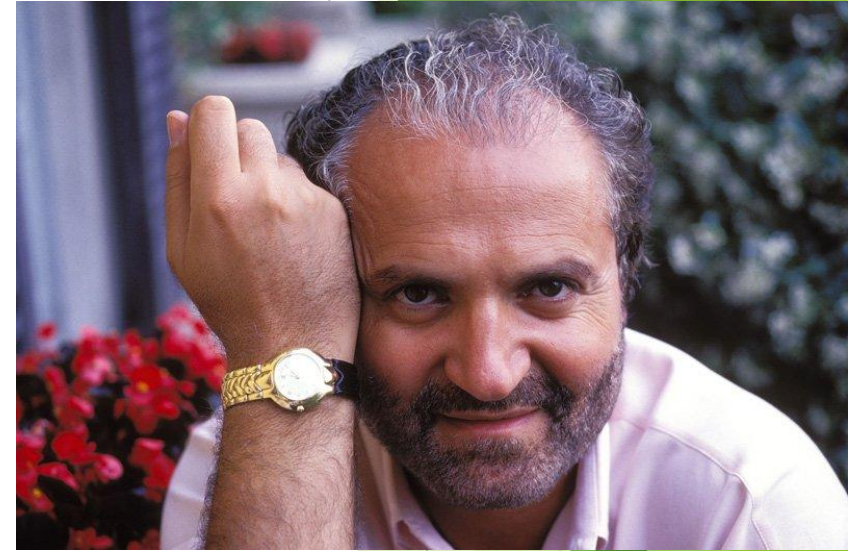
- ▶ 1. About Gianni Versace
- ▶ 2. History and operations
- ▶ 3. Versace in figures

Activity vocabulary

- ▶ Salesperson – продавец
- ▶ Designer- дизайнер
- ▶ Disput- спор
- ▶ media attention- внимание СМИ
- ▶ Collaborate- сотрудничать
- ▶ Present- представлять
- ▶ Wear- носить
- ▶ Awareness- повышение

Gianni Versace

Gianni Versace was born on December 2, 1946 in the industrial town of Reggio di Calabria, in southern Italy. His parents, Antonio, an appliance salesperson, and Francesca, a dressmaker and clothing store owner, had three children-Santo, Gianni, and Donatella. Gianni Versace spent much time in his mother's shop as a child. He watched her make clothes and admired the chic women who came into the shop. He knew at a young age that he would become a fashion designer. Versace also drew inspiration from the area where he lived. He often wandered among the ancient Greek and Roman ruins, which would later provide him with themes for his clothing. Although he loved clothes, art, and music, Versace studied architectural drafting. At the age of 18, while he was in school, he also worked for his mother as a buyer, going to fashion shows throughout Europe.



► History and operations

- The first Versace boutique was opened in Milan's Via della Spiga in 1978. In 1994, the brand gained widespread international coverage due to the «Black Versace dress of Elizabeth Hurley», referred to at the time as "that dress".
- After the death of Gianni Versace in 1997 his sister Donatella Versace, formerly vice-president, took over as creative director and his older brother Santo Versace became CEO. Donatella's daughter Allegra Versace was left a 50 percent stake in the company, which she assumed control of on her eighteenth birthday.
- In 2000, the "green Versace dress" worn by Jennifer Lopez at the 42nd Annual Grammy Awards gained a lot of media attention, being voted as the "fifth most iconic dress of all time" in 2008, with Hurley's 1994 dress being voted first in a *Daily Telegraph* poll.
- The company's profits were in decline in the early 2000s; Fabio Massimo Cacciatori was hired as interim CEO to reorganise and restructure the Versace Group in 2003. Cacciatori resigned in December 2003 due to "disputes with the Versace family". From 2004 Giancarlo di Rizio, from IT Holding, was CEO of the group until his resignation in 2009 due to disagreements with Donatella. Since July 2009, Gian Giacomo Ferraris, previously of Jil Sander, has operated as CEO for the group.
- As of August 2013, more than 80 boutiques operate worldwide; the first boutique outside of Italy was opened in Glasgow, Scotland in 1991.
- In February 2014 The Blackstone Group purchased a 20 percent stake in Versace for €210 million.



1972

- ▶ AT THE AGE OF 25 GIANNI VERSACE MOVES TO MILAN. HE DESIGNS HIS FIRST PRÊT-À-PORTER COLLECTIONS FOR CALLAGHAN, GENNY AND COMPLICE.



1978

- ▶ THE GIANNI VERSACE COMPANY IS LAUNCHED WITH A WOMEN'S WEAR COLLECTION IN MILAN UNDER THE NAME GIANNI VERSACE DONNA.



1979

- ▶ GIANNI VERSACE COLLABORATES WITH RICHARD AVEDON FOR HIS FIRST FASHION PHOTOGRAPHY CAMPAIGN. THIS WAS THE BEGINNING OF MANY VERSACE CAMPAIGNS BY AVEDON.



1982

- ▶ VERSACE'S 'OROTON' - A METAL CHAIN-MAIL INVENTED BY VERSACE - IS LAUNCHED IN HIS COLLECTION PRESENTED AT THE PARIS OPERA. GIANNI VERSACE BEGINS AN ONGOING COLLABORATION WITH LA SCALA THEATRE, MILAN, VERSACE'S 'OROTON' - A METAL CHAIN-MAIL INVENTED BY VERSACE - IS LAUNCHED IN HIS COLLECTION PRESENTED AT THE PARIS OPERA. GIANNI VERSACE BEGINS AN ONGOING COLLABORATION WITH LA SCALA THEATRE, MILAN, SUCH AS: DONIZETTI'S DON PASQUALE (1984), BOB WILSON'S SALOME (1987) AND DOKTOR FAUST (1989), AND SEVERAL BÉJART BALLETS, INCLUDING DIONYSOS (1984), LEDA AND THE SWAN(1987), MALRAUX OU LA MÉTAMORPHOSE DES DIEUX (1986) AND CHAKA ZULU (1989).



1985

- ▶ GIANNI VERSACE'S FIRST EXHIBITION IN THE UK IS HELD AT THE VICTORIA AND ALBERT MUSEUM. GIANNI VERSACE IS AWARDED THE SILVER MASK AWARD FOR HIS CONTRIBUTION TO THEATRE.



1986

- ▶ THE VERSACE FIRST DECADE OF CREATIVITY RETROSPECTIVE EXHIBITION IS HELD AT THE NATIONAL FIELD MUSEUM OF CHICAGO GIANNI VERSACE - FASHION LENS EXHIBITION IS HELD AT MUSEE DE LA MODE, PARIS. THE EXHIBITION ILLUSTRATED VERSACE'S COLLABORATIONS WITH INTERNATIONAL PHOTOGRAPHERS INCLUDING AVEDON, NEWTON, WEBER, PENN, AND BARBIERI. GIANNI VERSACE IS AWARDED "GRANDE MEDAILLE DE VERMEIL DE LA VILLE DE PARIS" BY JACQUES CHIRAC. THIS WAS THE FIRST TIME THE AWARD WAS GIVEN TO A DESIGNER.



1992

- ▶ GIANNI VERSACE DESIGNS STAGE COSTUMES FOR ELTON JOHN'S WORLD TOUR AND ALBUM COVER. 'VERSACE SIGNATURES' EXHIBITION IS SHOWN AT THE FASHION INSTITUTE OF NEW YORK



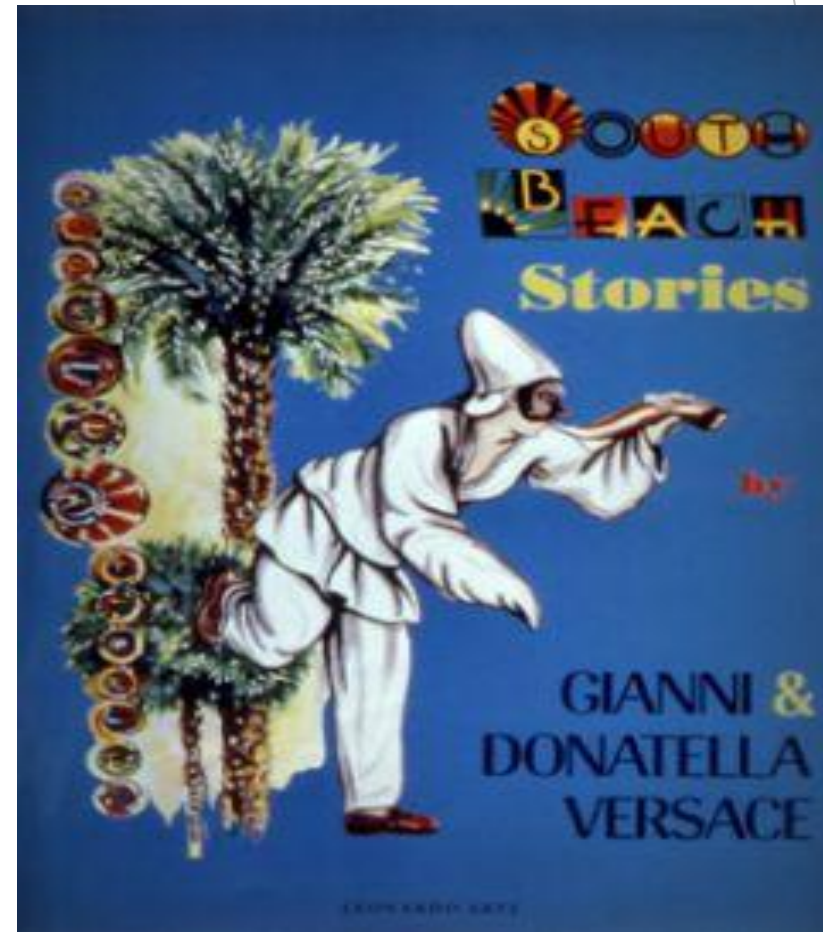
1994



- ▶ ELIZABETH HURLEY WEARS SAFETY-PIN DRESS TO THE OPENING OF HUGH GRANT'S FILM 'FOUR WEDDINGS AND A FUNERAL'

1997

- ▶ GIANNI VERSACE DIES ON JULY 15 IN MIAMI, FLORIDA - HIS SISTER, DONATELLA, WHO STARTED WITH THE DESIGN OF ACCESSORIES, AND WENT ON TO CREATE A CHILDREN'S LINE, "YOUNG VERSACE" IN 1993 AND SUBSEQUENTLY "VERSUS", A BRAND AIMED AT YOUNGER FASHION ENTHUSIASTS, IS NAMED CREATIVE DIRECTOR OF THE VERSACE GROUP.



1999

- ▶ VERSACE AND DE- BEERS CO-HOSTS “DIAMONDS ARE FOREVER”: THE MILLENNIUM CELEBRATION IN THE PRESENCE OF HIS ROYAL HIGHNESS THE PRINCE OF WALES.



2005

- ▶ DONATELLA VERSACE BECOMES THE FACE FOR THE FIRST BREAST HEALTH INSTITUTE INTERNATIONAL ADVERTISING CAMPAIGN TO PROMOTE BREAST HEALTH AWARENESS AND PREVENTION



2006

- ▶ GIANNI VERSACE SPA AND THE TAG GROUP ANNOUNCES COLLABORATION FOR 'VERSACE DESIGN' BESPOKE INTERIOR DESIGN SERVICE FOR PRIVATE JETS. 'VERSACE. A MAN WITH A GENIUS FOR FASHION AND THE ARTS' EXHIBITION THAT DISPLAYS GIANNI VERSACE'S CLOSE RELATIONSHIP BETWEEN FASHION AND ART OPENS AT THE MAZZUCHELLI MUSEUM IN BRESCIA ITALY VERSACE TEATRO IN MILAN IS INAUGURATED DURING THE MILAN WOMEN'S READY TO WEAR S/S 2007 FASHION SHOW WEEK AND A PRIVATE PRINCE CONCERT. GIANNI VERSACE SPA AND LAMBORGHINI ANNOUNCES THE LAUNCH OF THE NEW LAMBORGHINI MURCIÉLAGO LP 640 VERSACE CAR WITH A COMPLETE 'VERSACE DESIGN' SERVICE.



2010

- ▶ ON FRIDAY, APRIL 30, 2010 THE ART OF ELYSIUM HELD THEIR SECOND ANNUAL NEW YORK FUNDRAISER TITLED "BRIGHT LIGHTS" WITH THE SUPPORT OF VERSUS, DONATELLA VERSACE AND CHRISTOPHER KANE. THE ART OF ELYSIUM IS A NON-PROFIT ORGANIZATION WHICH ENCOURAGES ACTORS, ARTISTS AND MUSICIANS TO VOLUNTARILY DEDICATE THEIR TIME AND TALENT TO CHILDREN WHO ARE BATTLING SERIOUS MEDICAL CONDITIONS. DONATELLA VERSACE COMMENTED, "WE ARE HONORED TO BE INVOLVED IN THIS GREAT EVENING TO BENEFIT THE ART OF ELYSIUM. AS A MOTHER MYSELF I IMMEDIATELY FELT VERY CLOSE WITH THE MISSION OF THIS WONDERFUL ORGANIZATION. ART IS A GREAT PSYCHOLOGICAL SUPPORT FOR SUFFERING CHILDREN AND I AM THRILLED THAT THROUGH THIS ASSOCIATION WITH VERSUS, WE WILL BE ABLE TO RAISE FUNDS AND AWARENESS FOR THE PROGRAMS DEVELOPED BY THE ART OF ELYSIUM." CHRISTOPHER KANE COMMENTS, "THIS IS A VERY EXCITING EVENT TO BE PART OF AND WE ARE THRILLED THAT VERSUS IS GOING TO BE SHOWCASED TO HELP RAISE MONEY FOR SUCH A WORTHWHILE CAUSE. DONATELLA'S VERSUS COLLECTIONS SPENT MUCH OF THEIR LIVES IN NEW YORK AND IT IS AMAZING TO BE BACK."



Thank u for attention!

