



VERSACE

N1/SS 2023 COLLECTIONS - LIVE DECK

VERSACE

Top things to know about Versace NI 2023

NI 2023 COLLECTION INSPIRATIONS



**MEDUSA MAN
CAPSULE**



**ENDLESS
GRECA**



**WINGED
MEDUSA**



**MEDUSA
BIGGIE SHIELD**



**HYPNOTIC
MEDUSA**



VERSACE KIDS

VERSACE

Top things to know about Versace NI 2023

NI 2023 COLLECTION OVERVIEW

MEDUSA MAN CAPSULE



VE2251 ADV



VE2252 ADV



VE1287 ADV

ENDLESS GRECA



VE2257
Runway Style



VE4447



VE4444U



VE4445 FF

WINGED MEDUSA



VE2258



VE4440U



VE4441 FF



VE4442 FF



VE3338 FF



VE3337 FF



VE3339U



VE3340U



VE1290



VE2255



VE3336U



VE3335 FF



VE3334 FF



VE4446
Runway Style

MEDUSA STUDS



VE4436U



VE4437U

MEDUSA BIGGIE SHIELD

HYPNOTIC MEDUSA



VE2256



VE1288



VE1289

VERSACE KIDS



VK2002 ADV



VK4002U ADV



VK1002 ADV



VK3003U ADV

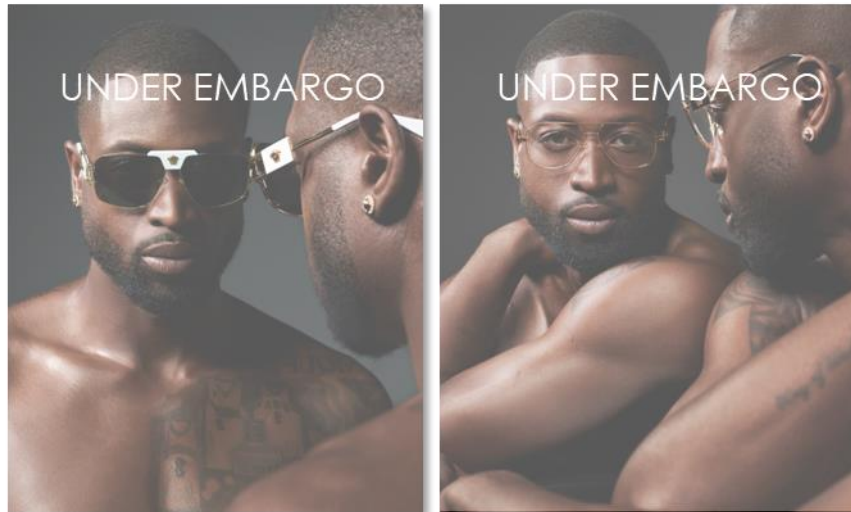
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Top things to know about Versace NI 2023

I. MEDUSA MAN CAPSULE

INSPIRATION

DARING STYLE MEETS VERSACE'S UNMISTAKABLE BRAND ALLURE IN THE NEW MAN CAPSULE, FRAMED IN A VISUALLY ENGAGING ADV CAMPAIGN FEATURING **DWYANE WADE**



- 20MIO FOLLOWERS ON INSTAGRAM, 10MIO ON TWITTER
- GLOBAL REACH: NA, IT, FR, DE, ANZ
- REAL FRIEND OF THE BRAND
- 360° PROJECT: STRONG MEDIA INVESTMENTS IN KEY COUNTRIES, PR PLAN, WHS TOOLS AND VISIBILITIES

PRODUCT UNIQUENESS

SMALL, EMBOSSED MEDUSA CENTERPIECE AND SQUARE-SHAPED MEDUSA ON TEMPLE FOR A LUXURY FINISH



POWERFUL PILOT AND NAVIGATOR SHAPES THAT BRING VERSACE'S ICONIC DETAILS TO A MASCULINE FRAME



KEY STYLES

ADV STYLES



VE2251 147187
SRP: 250€



VE2252 100287
SRP: 250€



VE1287 1002
SRP: 250€

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Top things to know about Versace NI 2023

2. ENDLESS GRECA

INSPIRATION



PAIRING ROCK'N'ROLL WITH HERITAGE, THE NEW GRECA FAMILY REINTERPRETS VERSACE'S ICONIC SIGNIFIER



PRODUCT UNIQUENESS

TWO NEW SOPHISTICATED TEMPLE EXECUTIONS BRING MYTHOLOGY WITH A CONTEMPORARY TWIST INTO THE SPOTLIGHT



A DUAL GENDER STORY FEATURING FEMININE, MASCULINE AND UNISEX SHAPES CENTERED AROUND THE GRECA DECOR



KEY STYLES



● Man Style ● Woman Style ● Unisex Style

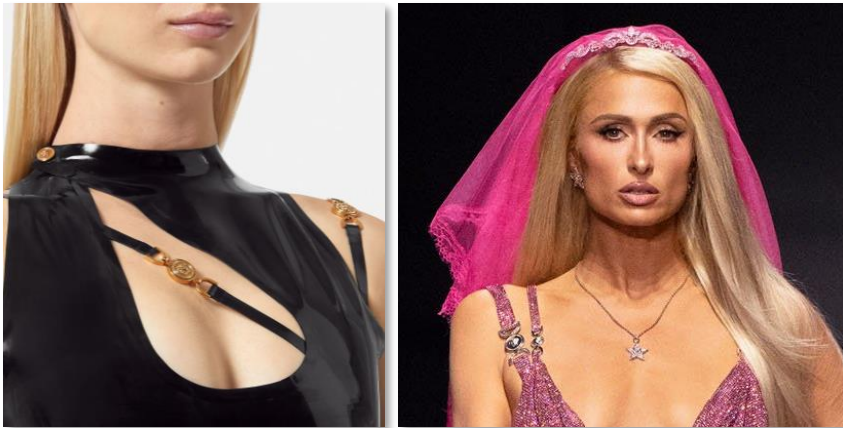
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Top things to know about Versace NI 2023

3. WINGED MEDUSA

INSPIRATION

THE WINGED MEDUSA STORY INTRODUCES A NEW BUTTERFLY-STYLE TEMPLE DETAIL PAIRED WITH THE CLASSIC MEDUSA MEDALLION



PRODUCT UNIQUENESS



NEW FULL-SIZE BUTTERFLY-STYLE METAL DETAIL ON THE TEMPLES FOR A CLASSIC LOOK IN THE MAKING

FASHION-FORWARD AND FEMININE SHAPES



KEY STYLES



VE2255
SRP: 270€ (tbc)



VE2258
SRP: 270€ (tbc)



VE4440U
SRP: 270€ (tbc)



VE4441 **FF** 
SRP: 230€ (tbc)



VE3335 **FF**
SRP: 210€ (tbc)



VE3334 **FF**
SRP: 210€ (tbc)

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Top things to know about Versace NI 2023

4. MEDUSA BIGGIE SHIELD

INSPIRATION

A FRESH INTERPRETATION OF THE **ICONIC STYLE**
SEEN ON THE RUNWAY



PRODUCT UNIQUENESS

BOLD AND FUTURISTIC, THIS STRAIGHT OFF THE
CATWALK STYLE FEATURES A SLEEK NYLON
CONSTRUCTION



TEMPLE ADORNED WITH A METAL BIGGIE DECOR



KEY STYLE



VE4446
SRP: 250€ (tbc)

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Top things to know about Versace NI 2023

5. HYPNOTIC MEDUSA

INSPIRATION

VERSACE BRINGS A DOSE OF BRAND'S ALLURE WITH A **SIMPLE YET STYLISH EXECUTION** OF THE **ICONIC MEDUSA MEDALLION**



PRODUCT UNIQUENESS




TEMPLE DECORATED WITH MEDUSA MEDALLION FOR HYPNOTIC APPEAL

BLENDING
LIGHTWEIGHT
METAL
STRUCTURES WITH
FEMININE SHAPES



KEY STYLES



VE2256
SRP: 210€ (tbc) 



VE1288
SRP: 200€ (tbc)



VE1289
SRP: 200€ (tbc)

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Top things to know about Versace NI 2023

VERSACE KIDS 2023 COLLECTION

INSPIRATION

THE BRAND'S BIGGEST HITS IN MINIATURE MODELS ARE BACK WITH FOUR FRESH STYLES, FOR A TRULY **ROCK'N'ROLL MINI-ME COLLECTION**



PRODUCT UNIQUENESS



VIBRANT COLORS ARE PAIRED WITH ICONIC SYMBOLS AND COMFORTABLE SHAPES

NEW BUTTERFLY-STYLE METAL DETAIL ADORNS THE TEMPLES FOR A CLASSIC LOOK IN THE MAKING



KEY STYLES

ADV STYLES



VK2002
SRP: 120€ (tbc)



VK4002U
SRP: 100€ (tbc)



VK1002
SRP: 100€ (tbc)



VK3003U
SRP: 90€ (tbc)



ALL STYLES COME WITH
VERSACE KIDS
PACKAGING



VERSACE
SPRING-SUMMER 2023

VERSACE

SPRING-SUMMER 2023 | WOMAN



RUNWAY STYLES



VE4450 ADV



VE4451

SPECIAL PROJECT



VE4452 ADV



VE4453



VE334IU ADV

*IMAGES NOT FINAL



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THANK YOU!