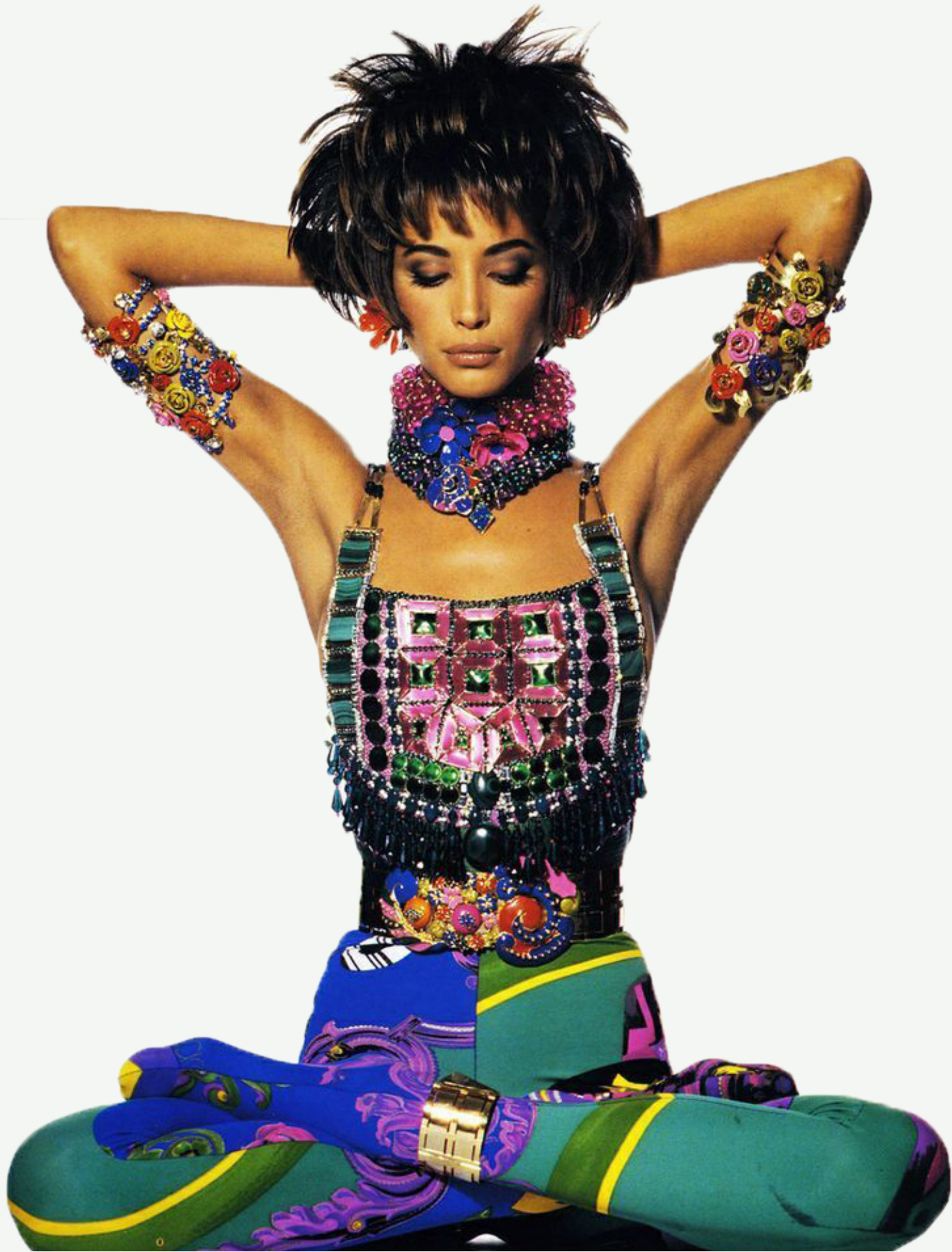


VERSACE REIMAGINED



VERSACE REIMAGINED

THE ART OF TECHNOLOGY

EDITED BY
MARIA PAPAKLEANTHOUS

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In partnership with

VERSACE

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1. Gianni and Donatella Versace,
Courtesy of Versace.

Musée des Arts Décoratifs T.30:1 to 4-2023

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EDITOR'S FOREWORD

Versace Reimagined is the first exhibition at the Musée des Arts Décoratifs that celebrates fashion history with the incorporation of innovative technology. Across the exhibition can be found holograms that guide the storytelling and push the narrative. The visitors are immersed into the 90s and early 2000s, celebrating key moments and contributions Versace has made towards fashion during those decades. Holograms of the designers Gianni Versace and Donatella Versace, along with iconic figures such as Elizabeth Hurley can be found throughout the exhibition.

The *Versace Reimagined* book aims to guide visitors and readers through the exhibited looks and collections and deepen their knowledge and understanding of the brand's heritage. This book serves as a celebration of the partnership between Versace and Musée des Arts Décoratifs for coming together to bring the past into the present and allow today's society to reimagine some of fashion's most legendary moments.

2. Cocktail dress, Spring-Summer 1994, Silver-tone Oroton
Designed in Italy, made in Italy, 1994. Given by Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023



EXHIBITION PLAN

1. Gianni Versace's hologram giving an overview of the brand during the 90s.

2. Key looks from Versace's Fall 1991 collection, George Michael's "Freedom! '90" can be heard in the background.

3. Key looks from Versace's 1992 Fall collection.

3. Hologram of Elizabeth Hurley in the Safety Pin dress appears.

4. Elizabeth Hurley's Safety Pin Dress.

5. Staircase enables transition into the 2000s.

6. Donatella Versace hologram giving an overview of the 2000s.

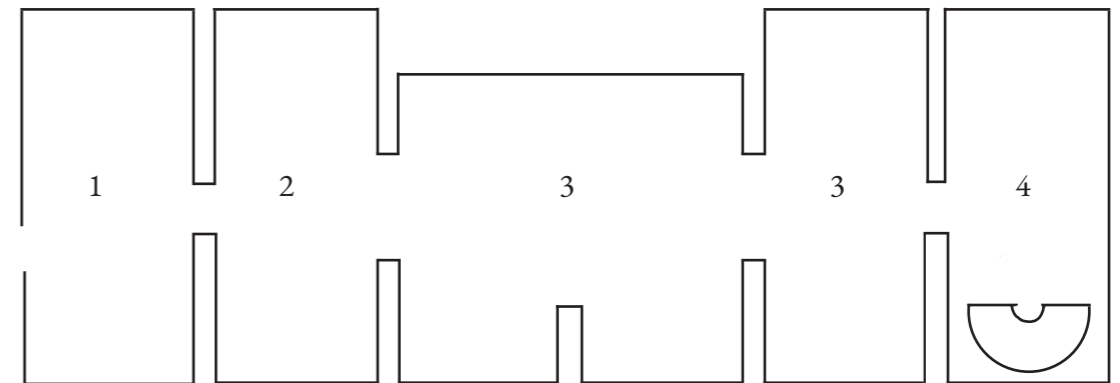
7. The Jungle Spring 2000 collection.

8. The Jungle dress room.

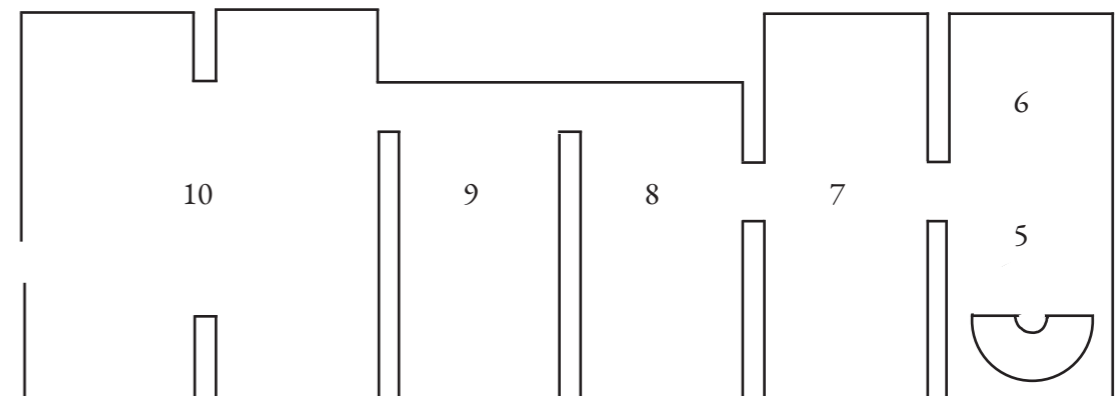
9. The Mini dress.

10. The exhibition closes with the holograms of Gianni and Donatella hugging and laughing together.

Level 1



Level 2



3. Versace Ad Campaign by Richard Avedon.
Courtesy of Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023



90s

GIANNI
VERSACE
C O U T U R E

LONDON: 34/35 OLD BOND STREET - 82 BROMPTON ROAD - GLASGOW: ITALIAN CENTRE

GIANNI VERSACE

Upon entering the first room of the *Versace Reimagined* exhibition, Gianni Versace's hologram provides the brand's overview during the 90s. Holograms are three-dimensional images created using light technology. Specifically, a laser beam is divided into two laser beams, in a way that creates an interference pattern, visualising the shape, texture and colour of the used object. Its three-dimensional nature and different angles and perspectives allow, in this case Gianni

Versace to appear more lifelike, providing a more immersive experience to the visitors of the exhibition.

Key events of the 90s includes the invention of the supermodel movement, the controversy sparked during the Miss S&M collection and Elizabeth Hurley's appearance at the premiere of "Four Weddings and a Funeral" in the Versace Safety Pin dress.

*Gianni Versace Hologram, Versace Reimagined Exhibition Room
2023, Courtesy of Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023*



4. Models Christy Turlington, Nadja Auermann, Cindy Crawford, Stephanie Seymour and Claudia Schiffer during the AW'94 editorial shoot,
Courtesy of Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023



**GIANNI
VERSACE**

NEW YORK MILANO PARIS LONDON MADRID BARCELONA BOGOTA LIMA
SAN FRANCISCO LOS ANGELES CHICAGO LOS VEGAS SAN JUAN BOGOTA SEATTLE

Vendela, Christy, Claudia, Cindy & Steph

FREEDOM!

90'

Versace's Fall 1991 collection was a defining moment in the history of fashion, embodying Gianni Versace's expertise in bold and daring designs that pushed the boundaries of convention. Launched during a cultural shift towards edgier fashion, this collection captures the spirit of the 90s with its vibrant colours, playful embellishments, and daring cuts.

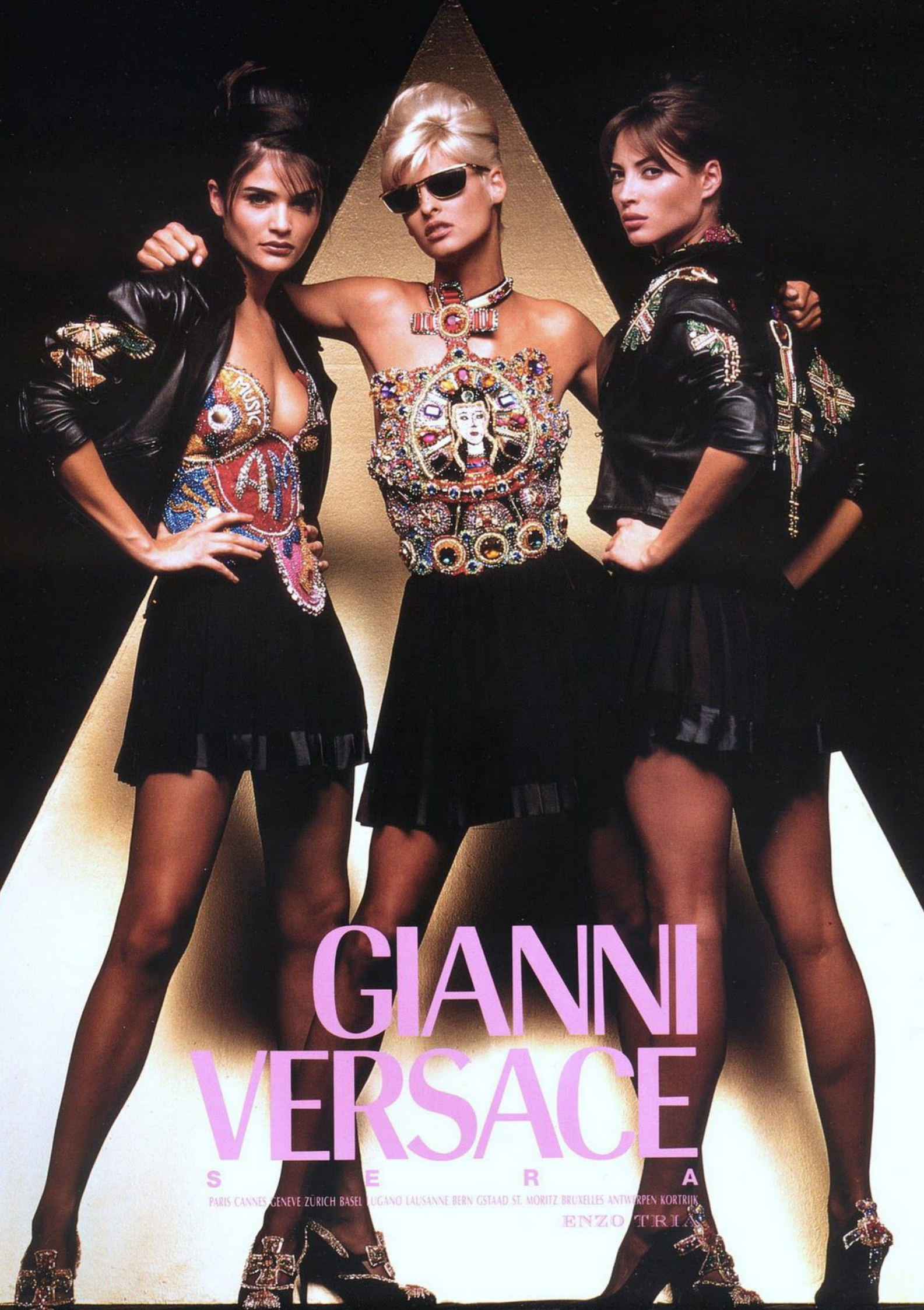
The collection included pleated mini skirts, oversized shoulder blazers, mini and maxi dresses. The monochromatic looks, colour-blocking and use of geometric patterns captured the bold and colourful nature of the brand. The

vibrant colour palette, with bright pinks, purples, and greens, created a sense of energy. Versace also used innovative design elements, such as asymmetrical hemlines, geometric necklines, cut-outs, and draping to accentuate the body silhouette and create a sense of fluidity.

The combination of simplicity and experimentation is what sets the Fall 1991 collection apart, making it a pivotal moment in the history of fashion and solidifying Versace's reputation as a pioneer in the industry.

*5. Black and White Checkered Suit. Wool and Cotton.
Designed in Italy, made in Italy, 1991. Given by Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023*





The exhibited form-fitting black gown⁹ was originally worn by model Karen Moulden on the runway. It carries a floor-length hemline that drapes elegantly to the ground, radiating sophistication and elegance. Its deep V-neckline, although a daring choice for its time, as it drew attention to the wearer's décolletage, added a sensual element to the design and highlighted femininity. Overall, this black gown captures the timeless elegance and unparalleled craftsmanship that have made Versace a beloved and iconic brand in the world of luxury fashion during the 90s.

Another standout piece from the collection is the exhibited black and white checkered jacket⁵ with oversized shoulder pads. The bold checkered pattern of the fabric is complemented by metallic gold buttons, adding a luxurious touch to the overall design. This jacket perfectly encapsulates the silhouettes that were popular in the early 1990s, which makes its incorporation to the *Versace Reimagined* exhibition essential.

6. *A Byzantine ensemble, Fall-Winter 1991 Editorial.*
Courtesy of Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023

7. *A Byzantine ensemble, Fall-Winter 1991, Look 94. . Leather and Silk.*
Designed in Italy, made in Italy, 1991. Given by Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023



What makes the Fall 1991 collection so iconic is how it was a pivotal moment in the fashion industry, particularly for the emerging supermodel movement. At the time, the fashion world was still dominated by a handful of elite models, but the Versace show helped to launch the careers of several up-and-coming models, including Christy Turlington, Naomi Campbell, and Cindy Crawford.

Whilst the supermodels walked the runway, George Michael performed his hit song “Freedom! ‘90”. It was the song’s empowering lyrics and upbeat tempo that perfectly matched the energy and spirit of the models walking down the runway that made the moment special. The performance

8. Two-piece evening ensemble. Silk satin and grosgrain skirt.
Designed in Italy, made in Italy, 1991. Given by Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023

was an unforgettable moment in fashion history and helped to cement George Michael’s reputation as one of the most influential musicians of the era. The use of live music during fashion shows has since become popular in the fashion world, with many designers recognizing its ability to enhance the overall experience and create a more immersive and memorable event.

The energy and excitement of the show marked the way for a new era of fashion, helping a new generation of models to rise to the top. This makes the Versace Fall 1991 collection, a remarkable moment in fashion history.

9. Black Gown. Cotton.
Designed in Italy, made in Italy, 1991. Courtesy of Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023





10. Models Linda Evangelista, Cindy Crawford, Naomi Campbell and Christy Turlington walking the runway to the tune of George Michael's 'Freedom! '90' holding hands and singing along to the song.
1991, Courtesy of Versace.
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MISS S&M

The Versace Fall 1992 collection, titled as Miss S&M, was a controversial moment in fashion history. The collection featured a range of looks made of black leather and metal detailing, creating sexual references. Particularly, the collection incorporated elements such as buckles and stripes that gave the impression of bondage and daring designs like sheer tops, corsetry and dresses that looked like lingerie. Hence, Miss S&M, is widely known as Gianni Versace's Bondage collection.

The opinions received for the collection were divided. At the time, some critics argued that the collection was oversexualising and objectifying women. Specifically, they were of the view that the looks were unconventional, minimised women to sexual objects and pushed the boundaries to what was deemed as acceptable in fashion at the time. Despite the controversy, the Miss S&M collection was also seen as to be empowering women and illustrating their right of choice.

A key look from the collection, exhibited at *Versace Reimagined*, is the black patent leather dress¹³ adorned with a bondage-inspired harness that was worn by supermodel Christy Turlington on the runway. This dress immediately became a standout, capturing the attention of the world and becoming symbolic of the collection's edginess and provocation.

Another standout look is the exhibited black leather coat¹¹ which is cinched at the waist. The coat is padded and made of a quilted black leather fabric. The sleeves are long and flowing and adorned with fox fur and astrakhan trim on the edges. The zipper has gilt embellishments that reflect the brand's identity and showcase the Medusa logo. Overall, the coat successfully illustrates the dynamic essence that it aimed to pass on to its female wearer.

11. Coat and belt, Autumn-Winter 1992/93, Padded and quilted black leather trimmed with fox fur and astrakhan, black leather with gilt embellishments.
Designed in Italy, made in Italy, 1992. Given by Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023



12. Autumn-Winter 1992 'Miss S&M' Jacket. Wool and Leather.
Designed in Italy, Made in Italy 1992. Given by Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023



13. Autumn-Winter 1992 'Miss S&M' Editorial Shoot.
1992, Courtesy of Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023

THE SAFETY PIN DRESS

The Versace safety pin dress¹⁴ is one of the most iconic and memorable dresses in fashion history. The dress was initially worn by Helena Christensen during the Spring/Summer 1994 show but it was not until Elizabeth Hurley's appearance that it achieved the fame that it did. Worn by Elizabeth Hurley to the premiere of Hugh Grant's film "Four Weddings and a Funeral" in 1994, the dress has since become THAT dress.

The black dress is made of a bias-cut fabric, slashed open front and back and attached together by a series of strategically placed safety pins. The kilt pins come in gold

and silver and bear the characteristic Versace Medusa Logo. Its plunging neckline and high side slit add to its simple yet daring design. Made from silk, the dress is body-hugging and accentuates the body silhouette whilst increasing the sensuality of the design.

The dress was an instant sensation, redefining the little black dress. The Safety Pin dress was voluptuous in contrast to Chanel's 1920's little black dress. The Versace Safety Pin dress managed to set the tone for Versace's reference to the punk subculture and it acted as inspiration for many of the brand's collections that followed.



*Elizabeth Hurley Hologram, Versace Reimagined Exhibition Room
2023, Courtesy of Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023*



14. *Evening Gown, Spring-Summer 1994*. Black silk with silver and gold-tone metal safety pin ornaments.
Designed in Italy, made in Italy, 1994. Courtesy of Gianni Versace Archives.
Musée des Arts Décoratifs T.30:1 to 4-2023

15. *Elizabeth Hurley wearing the Versace Safety Pin Dress 1994*.
1994, Courtesy of Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023

16. *Amber Valletta for Versace Spring 2000.*
2000, Courtesy of Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023

NEW YORK 1.888.3.VERSACE

Y2K

VERSACE

DONATELLA VERSACE

Upon entering the second section of the *Versace Reimagined* exhibition which dives into the 2000s, Donatella Versace's hologram welcomes the visitors. The hologram provides the brand's overview during the early 2000s with key mentions to the pieces that are to follow.

Special mentions include the Jungle Collection of Spring/Summer 2000 and in particular, Jennifer Lopez's appearance

at the Grammy Awards in 2000 that changed the history of technology forever.

Donatella Versace's hologram also breaks down the mini dress trend of the 2000s and uses the Spring/Summer 2003 Orotton Chainmail Lace dress as an example of how Versace influenced that trend.



*Donatella Versace Hologram, Versace Reimagined Exhibition Room
2023, Courtesy of Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023*



17. *Versace Spring 2020 Show.*
2020, Courtesy of Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023

JUNGLE

The Versace Spring/Summer 2000 collection was designed by Donatella Versace and was inspired by scarves. Specifically, it was the movement and the different shapes created when wearing a scarf that formed the framework for the collection. After Gianni Versace's death in 1997, Versace was under the direction of Donatella who tapped into the archives for inspiration. The leafy pattern that dominated the Spring/Summer 2000 show, otherwise known as the Jungle collection, was a reinterpretation of those archives.

The designs came in bold, vibrant colours and carried the leafy pattern throughout. Popular amongst the collection were halter neck tops, micro shorts and high slits that set the tone for the decade that followed. The opening of the show saw model Amber Valletta wearing a green shirtdress²¹ with a plunging neckline which matched the pattern of the closing look she also wore. The closing look was a chiffon maxi

dress¹⁸ with a deep V-neckline which was held together by a bedazzled pin just under the bellybutton.

It was not until Jennifer Lopez's appearance¹⁹ at the Grammy Awards in 2000, that that closing look broke the internet, literally. With Lopez's appearance on the red carpet, the dress became an instant sensation grabbing worldwide attention and sparking a media frenzy. The dress became known as 'the jungle dress' and was not just a fashion moment, but a cultural phenomenon. At the time, many people searched on Google to see this dress making it the reason why, Google's image search function was invented. Former Google CEO Eric Schmidt described how at the time the dress was the most popular search query they had ever seen which helped them realise people's demand to have more than text. Therefore, the jungle dress had the power to influence the history of technology.

18. Amber Valletta Closing the Versace Spring/Summer 2000 show, 2000, Courtesy of Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023





*19. Jennifer Lopez wearing the Jungle Dress at the Grammy Awards,
2000, Courtesy of Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023*

*The Jungle Dress, Versace Reimagined Exhibition Room
2023, Courtesy of Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023*





In celebration of the 20th anniversary of the jungle dress, the Spring/Summer 2020 Versace show paid homage to the iconic design. The collection saw the revival of some of the looks from the Spring/Summer 2000 collection and the closing had in store a surprise for the public. A Google image search bar appeared on a screen commanding, “Okay Google, show me the Versace jungle dress,” which was followed by flashing pictures of the original 2000 look. Suddenly, the screen flashed “Okay Google, show me the real Versace jungle

dress,” and Jennifer Lopez appeared on the runway wearing the jungle dress²².

Overall, the jungle dress is very important for both the history of the brand and of technology. Its incorporation to *Versace Reimagined* captures its significance, whilst highlighting the complementary relationship between fashion and technology.

21. Versace Spring/Summer 2000 show opening look, 2023, Courtesy of Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023

22. Jennifer Lopez Closing the Versace Spring/Summer 2020 show, 2020, Courtesy of Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023



23. Versace SS2003 Ad Campaign,
2003, Courtesy of Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023



THE MINI DRESS

A collection that really captured the Y2K aesthetic was Versace's Spring/Summer 2003. The collection saw Donatella Versace taking the initiative of using her knowledge best whilst keeping Gianni Versace's influence intact. Inspired by pop culture and icons such as Britney Spears, the designs were bright, loud and colourful. Featuring miniskirts, micro shorts and lingerie dresses, it was evident that the 2000s became a synonym to mini.

The standout Oroton Chainmail Lace mini dress²⁵, displayed at the *Versace Reimagined* exhibition, was what set the tone for the mini dress movement of the 2000s. The dress which came in a bright purple and green colour-blocked design, is made out of Oroton. Oroton is a significant fabric for the brand as it was created in 1982 by Gianni Versace.

Made through the assembling of small metal discs to a metal meshing at four different points, it creates the illusion of fluid metal. The strappy dress has a square neckline, exposing the décolletage and adding to its sensuality. The hemline is decorated with a lace cut-out which compliments the chainmail fabric underneath.

The Oroton Chainmail Lace mini dress was worn by Paris Hilton²⁶ during the Grammy Awards in 2009, capturing the essence of Y2K's red-carpet silhouettes. Hilton was the ultimate icon of the early 2000s, hence her choice of clothes had a major influence on the fashion trends at the time. By wearing the Versace mini dress, she solidified its position as one of the most memorable and characteristic dresses of the 2000s.

24. Versace Oroton Chainmail Lace Mini Dress during S/S 2003 show, Oroton and Lace, 2003, Courtesy of Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023





25. Versace Oroton Chainmail Lace Mini Dress, Oroton and Lace.
Designed in Italy, made in Italy, 2003. Given by Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023



26. Versace Oroton Chainmail Lace Mini Dress worn by
Paris Hilton at the Grammy Awards,
2009, Courtesy of Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023

GIANNI & DONATELLA

For the closing of the *Versace Reimagined* exhibition, Gianni and Donatella Versace's holograms are seen together. The two siblings' holograms are hugging and laughing together in celebration of both of their hard work that helped shape

the brand to what it is today. Their contributions go beyond Versace, particularly influencing the decades of the 90s and 2000s massively. Their holograms illustrate how Gianni and Donatella Versace changed fashion history forever.



*Gianni and Donatella Versace Holograms, Versace Reimagined Exhibition Room
2023, Courtesy of Versace.
Musée des Arts Décoratifs T.30:1 to 4-2023*

EPILOGUE

Versace Reimagined is a unique exhibition at the Musée des Arts Décoratifs. With a special focus on the 90s and 2000s, the exhibition captures iconic moments that not only formed the history of the brand but also revolutionised fashion at the time. The exhibited pieces, such as the Safety Pin dress worn by Elizabeth Hurley, make up some of the most iconic appearances of those decades. Hence, the exhibition celebrates the pivotal moments and the contributions of Gianni and Donatella Versace to the brand's heritage and the world of design. *Versace Reimagined* highlights Versace as a

pioneering and influential luxury brand since its creation and beyond.

The incorporation of technology it entails, maximises the exhibition's storytelling and pushes for an interactive and memorable experience for the visitors. Using the innovative technology of holography, *Versace Reimagined* narrates the brand's history and brings past into the present ensuring that its legacy will be carried into the future.

27. Gianni Versace and Donatella Versace,
2009, Courtesy of Versace.
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