

Case Study **Versace**

Project: Media Kit Spring/Summer Collection

Client: Versace

Brand: Versace



Challenge: Each season the leading names in the world of haute couture must create a new advertising and marketing campaign to complement their latest fashion line from the Spring/Summer collection to the Winter Resort line. This offers luxury fashion brands an opportunity to reaffirm their brand and position in the world of high fashion by increasing their visibility and recognition. Given the very fickle nature of fashion, continually inventing campaigns that generate the buzz and attention these labels desire is quite challenging. How do you remain current and innovative in an industry that is known for its transient nature?

Solution: Versace was excited to announce the new face of its brand, the stunning January Jones. While billboards and print campaigns featuring Jones were fine, Versace needed a bigger statement for its top clients and key retail partners. Versace partnered with Americhip to produce a truly beautiful oversized coffee table book. Inside, set off against a tight shot of Ms. Jones, sits Americhip's patented 5" LCD screen. Versace's videos featured a behind the scenes look at Ms. Jones' photo shoot, highlights from a recent fashion show, a story on lead designer Donatella Versace and a highlight reel of Versace fashion on the red carpet. The high quality video, viewed on Americhip's proprietary screen, looked fantastic and provided the media and Versace's top clients with a front row view of the latest fashion trends.

Impact: Everyone who received the piece was extremely impressed with the beauty and quality of the oversized book. Just like fashion itself, the media kit was designed to be viewed and admired. The never before seen combination of digital media, print media and couture created fashion history.

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