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Style

Class, Color, and Charisma at Versace

Versace FW 2022 Menswear collection brings color, texture, and prints into classic pieces expressing the modernity and sensuality of the Versace man.

BY RACHEL SLOANE

March 24, 2022

During Fashion Month Fall/Winter 2022 Versace's new menswear collection 'Versace Men's 2.0' was released through a collection film premiered on the official Versace YouTube account on February 2nd. Donatella wanted to "give even more prominence to this new chapter by presenting it on the second day of the second month of 2022." The collection embodies Versace's class while adding bright and fun colors, textures, and charismatic patterns to spice up an everyday look.



Courtesy of Versace

This is a new side of menswear for Versace. Donatella said, “It represents a next step and a move forward, not focusing on the singular but on multiplicity, progression, and diversity—exactly what I see valued by the new generation and the way they express their masculinity in so many refreshing ways.” Versace 2.0 expresses the everyday man but adds the individuality we all strive to express through fashion. It's a modern collection with personality and functionality.



Courtesy of Versace

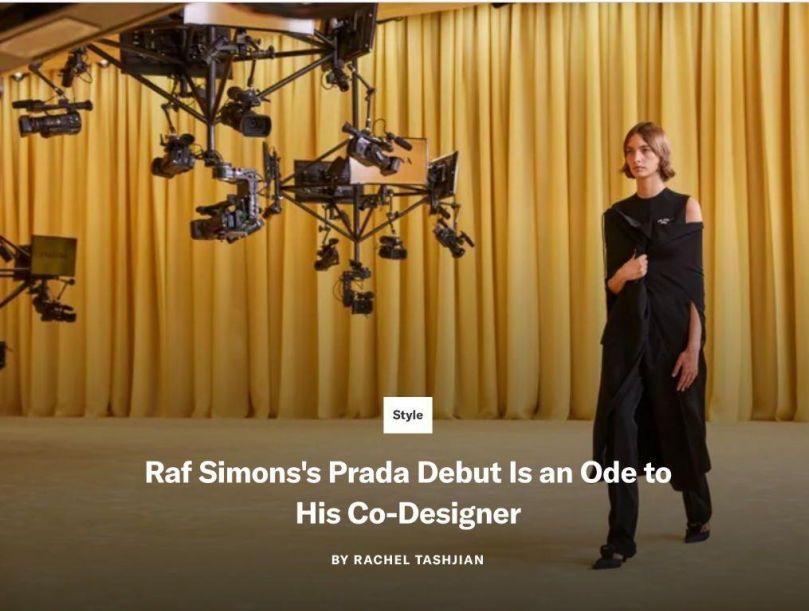
Structured blazers and jackets, chunky sweaters, and wide-leg trousers. This men's line gives a feminine touch to a masculine silhouette adding an androgynous feel to the collection. "Clean forms, fluid lines, and adaptable designs define this contemporary take on luxury," as stated on the Versace website. The combination of light and dark colors with eye-catching patterns and textures make this collection unique as well as a sign of the times. With the addition of some all-black looks to this collection, it makes the perfect mix of everyday while still being able to push the boundaries of fashion in everyday life.



Courtesy of Versace

Making the show an online experience reflects the past two years of our lives living through a pandemic and using technology to our advantage. The concept of a collection film premiere really allows each piece and look to be shown more in-depth than we would normally see on a runway and gives the consumer and fashion-conscious viewer more time and a new way to enjoy the beautiful pieces from this fresh collection at home. An actual runway show is always exciting but having this in conjunction works really well in making a statement about the new collection. The film allows the models to show off some more personality than normal, making this collection feel more ready-to-wear and personal.

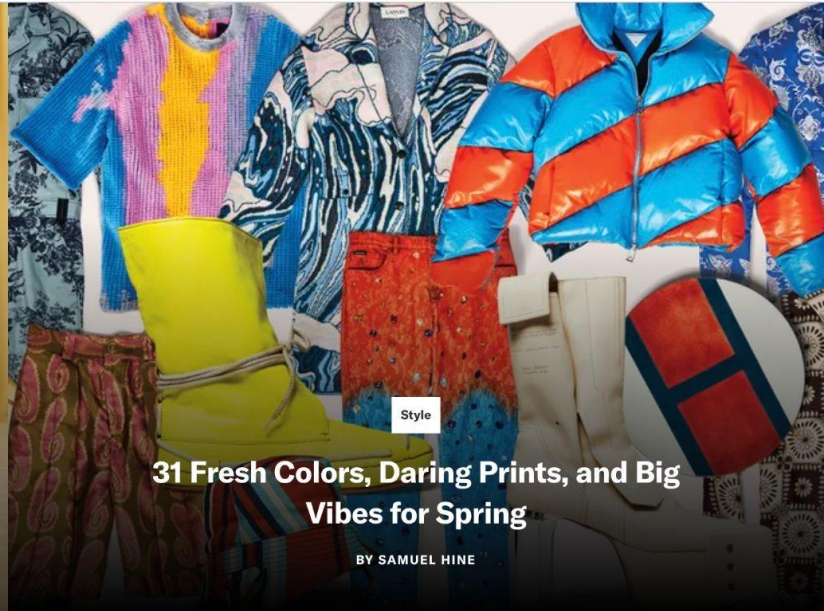
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BY RACHEL TASHJIAN



Style

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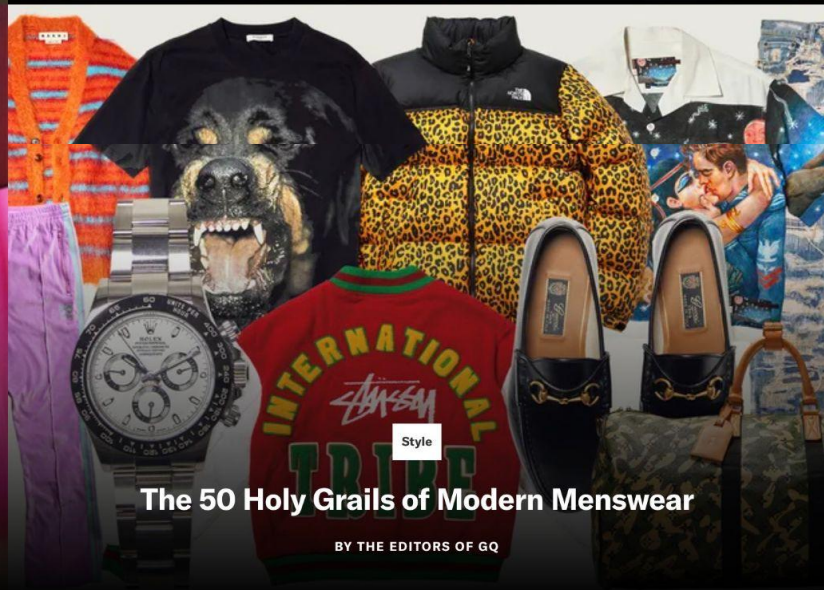
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Style

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