

Beat: Lifestyle

DONATELLA VERSACE TO BE NEW GIVENCHY TESTIMONIAL

DESIGNER TURNING 60 IN MAY

Milan, Italy, 01.05.2015, 17:21 Time

USPA NEWS - Donatella Versace, who will be turning 60 on May 2, has announced on social media that she will star in a Givenchy campaign for the next winter season. "For my talented friend Riccardo.

Together we break fashion boundaries today!" Versace tweeted, posting a photo of herself alongside her friend and fellow fashion designer Riccardo Tisci.

"So proud and honored to introduce my new ultimate icon," the Givenchy designer wrote as he posted the first campaign image on Instagram.

This is perhaps the first time in the fashion world that one designer stars in another brand's advertising campaign. Donatella Versace is known for breaking new boundaries. Along with her brother Gianni, she transformed models into top models in the 1990s, turning the likes of Naomi Campbell and Cindy Crawford into household names.

She was also among the first to grasp the potential of stars as a promotional vehicle for the brand, tying Versace's name to such icons as Princess Diana and Madonna.

She is also credited for turning little-known actress Elizabeth Hurley into a world star in 1994, thanks to a dress with which she appeared at the preview of the movie Four Weddings and a Funeral alongside her then-fiancé, Hugh Grant.

After her brother Gianni's murder in Miami in 1997, she, together with her other brother Santo stepped into the shoes of the designer who had made the Versace brand into a symbol of ready-to-wear fashion. The period was a difficult one for both the designer and the fashion company's accounts until 2004, when she signed herself into rehab.

Ten years after her brother's death, Versace admitted trying to follow in Gianni's footsteps had been tough. "Later I understood that Gianni would have changed," she said. "I understood that I had to find my own style. I now feel truly Donatella...I have had enough of the past," she said.

Article online:

<https://www.uspa24.com/bericht-3989/donatella-versace-to-be-new-givenchy-testimonial.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): David Franciamore

Exemption from liability:

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. David Franciamore

Editorial program service of General News Agency:

UPA United Press Agency LTD

483 Green Lanes

UK, London N13NV 4BS

contact (at) unitedpressagency.com

Official Federal Reg. No. 7442619