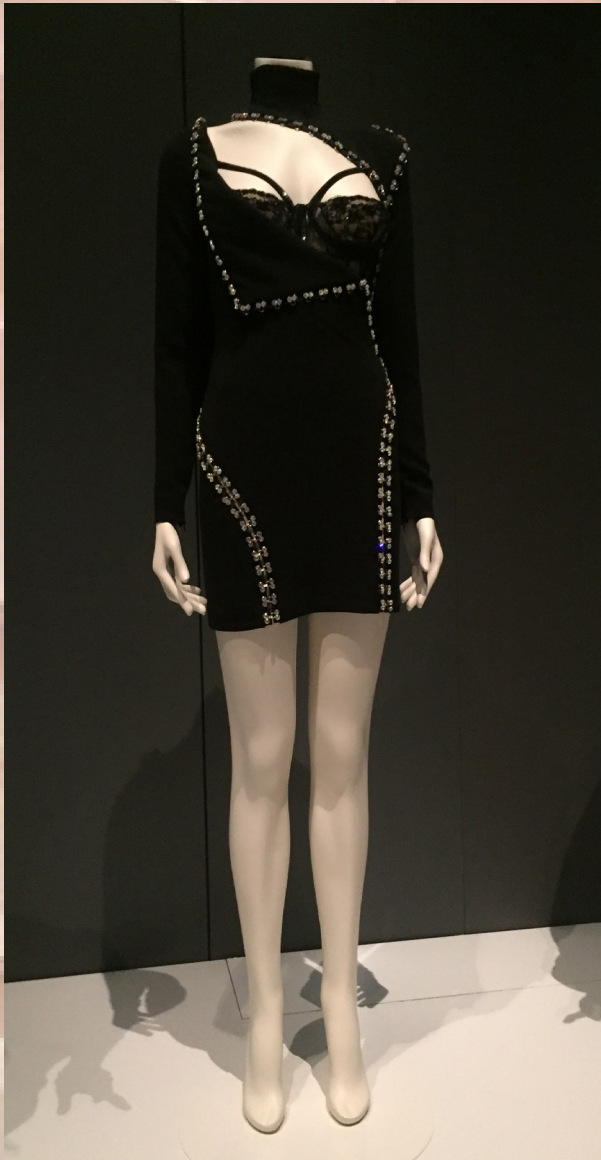


Atelier Versace

AUTUMN-WINTER 2013-2014



McCord Museum

Location: Eleganza Room

Materials: Silk and Crystals

Following the tragic murder of Gianni Versace in 1997, Donatella Versace assumed the reins of her brother's potent fashion brand. His long time muse and collaborator, Donatella soon became a celebrity. Her designs for the company's Atelier Couture line draw instant attention, both on the catwalk and on the red carpet.

Lace Bustier Mini-Dress

Description:

Black Silk cut diagonally to reveal a black corset made of aluminium mesh, accompanied with Crystals.



LaSalle College

571-KNE-03 Fashion and Society

Student's name: Jaqueline Leal

Teacher's name: Manon Lareau

October 12th, 2016

Autumn Winter

2013-2014

As it was described before the garment that I chose is one that caught my attention as soon as I saw it. It is made with black Silk that is cut diagonally revealing the corset made out of black metal mesh under it. In this Collection Donatella got inspiration from the 'sexy' Gloria Grahame in "The Big Heat" by Frits Lang. Versace is all about the metal mesh, Gianni Versace used to work a lot with the aluminium mesh and laser technology to fuse leather and rubber to get a better material to work with.

As seen in the catwalk the metal mesh came back and as it Donatella mentions "The difference between now and the beginning is that there is a new metal mesh that is made out of aluminium and really light, so we can now use it!".

Versace is all about boldness, intense and provocative style but at the same time classic, glamorous and elegant.

Bold: Versace always makes a strong statement in their clothing, the colour black is always there, representing the elegant and boldness in their garments.

Precision: The precision in the cuts, adding this modern and innovative touch to every garment, but in this particular case you can see the way it is cut diagonally to reveal what is underneath, the corset.

Modern: There is some designers that like to stay in the habitual and classic style, but for Versace's Atelier this is not it, they always add a modern touch to their pieces. The front of this mini dress is far from usual.



Versus Versace Collection

SPRING 2017 READY TO WEAR

Versus is one of the diffusion lines of the fashion house, this one in particular called "Versus" was a gift from Gianni Versace to his sister and now head of the Atelier, Donatella Versace. Donatella is celebrating her 20th anniversary with the launch of this Spring collection.

I chose the outfit that the model Bella Hadid is wearing from the catwalk. Accompanied by a black leather jacket and biker boots. In my opinion when you see this entire collection you can tell it is Versace, it has that sensuality and modern style, adding one of the most popular trends of the moment: the chokers.

***Bold:** Donatella wanted to go back to her old 'Versus' self, the 'Bad girl', a girl with the ability to take risks and to make the women feel fierce and courageous.*

***Modern:** The jacket in this one is what caught my attention, specially the belt at the end of the jacket.*



Ready to wear

SPRING 2007

One of the main attributes of Versace is the precision and perfect cuts. As seen in the catwalk of Spring 2007 on the outfit that the model Freja Beja Erichsen is wearing.

***Bold:** Versace knows how to make things look 'sexy' without falling into the vulgar. The expectacular top with the missing part on the chest to the shoulders and the neck is what makes me think of my first choice of garment.*

***Precision:** In this garment you can see a mixture of the classic and modern, as it was seen before in the other garments there is certain cuts on them that makes them unique, in the area of the chest and abdomen.*

***Modern:** The modern aspect is very obvious in this specific one, the top is very unique, and striking.*

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