Versace injects colour into menswear collection

By Dominique Muret - 4 February 2022

For the first time in three years, Versace has presented its menswear separately from the women's ready-to-wear collection, with which the label had always unveiled its menswear in the last few seasons. The Italian label, owned by US group Capri Holdings, opted for a video format to herald its men's collection's emphatic come-back, streaming it live online on Wednesday February 2 2022. A fast-paced short film showcasing the multiple facets of the new men's collection by Versace.
In a nod to the presentation’s date, 2/2/2022, Creative Director Donatella Versace called it “the Versace 2.0 men’s collection,” the label’s next-generation menswear. “I wanted to give even more importance to this new chapter by presenting it on the second day of the second month of 2022. It is about taking a step forward and looking towards the future, without focusing on the individual but on the collective, on evolution and diversity. The same values that characterise the young generations, which express their masculinity with such energy. This collection embraces all of this, and is targeted not to an individual Versace man, but to all Versace men,” said Donatella Versace in her collection statement.

The colours, bright, lively and imbued with fresh energy, are the collection’s first striking element. Golden orange hues monopolise jackets and coats in glossy satin, and a twin set in cable-knit wool. Purple is the colour for suits and trousers that are matched with teal green coats and two-tone, lozenge-patterned knitwear, or a pair of neon-pink trousers.

In addition to the array of highly desirable monochrome items, like the minimalistic turquoise leather jacket, the collection features a series of motifs and prints in two and three-colour combinations: orange and violet, blue and violet, orange and pink, yellow, blue and black, and more. The label’s new monogram pattern, inspired by the fret motif of ancient Greek columns, Versace’s new emblem, is notably printed on cardigans, on flowing trouser sets, and on shirts and bags. The label has also developed new leopard-spot patterns in bright colours, actually more akin to flowers, pansies for example.

The film, steeped in Versace’s sexy imagery as the models slouch on sofas in their finery, sculpted muscles prominent, features a mix of different male personae, all sharing a similar style, oozing a laid-back, subtly sophisticated elegance. The characters include businessmen in grey pinstripe or large-check suits, adventurers bare-chested under their gilets and biker jackets, duffel-coated students, and dandies elegantly layering one patterned shirt over another.

The lines of this Fall/Winter 2022-23 collection are generously comfortable, but their clean, essential cuts give them a chic edge. The clothes are soft, destructured, and cling almost sensually to the body. All the items are made in fine fabrics and can be easily combined with one another, allowing the looks to change and evolve depending on the mood.

By Dominique Muret
Translated by Nicola Mira

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