Emily Ratajkowski and Maluma front latest Versace eyewear campaign

By Sandra Halliday - May 10, 2022

Versace has unveiled its SS22 eyewear campaign with a high-profile creative featuring Emily Ratajkowski and Maluma as its stars.

They’ve been captured in a series of images by the photographic duo Mert Alas and Marcus Piggott and “fully embody the dynamism and stardom of new-season shades and optical styles, which reinterpret Versace’s iconic Medusa Biggie style”, we’re told.

The focus is clearly on tapping into consumers’ desires to get out and be noticed after two years of lockdowns and restrictions.

That desire to socialise, go on holiday, attend events and more is also helping to drive the widely repeated trend in extra-high heels at present and there’s clearly a move towards the ultra-glam in footwear and accessories generally.
And glam is very much on the agenda here. In this latest campaign, the Medusa Biggie sunglasses first seen in the 1990s have their golden hardware reinterpreted across a range of contemporary frames with a focus on oversized styling.

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