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Versace Logo History

Versace is a luxury fashion company that was founded by Gianni Versace in 1978 in Italy.

Versace produces upmarket Italian-made ready-to-wear and leather accessories for both

men and women. The Versace logo represents

the head of Medusa which is a Greek

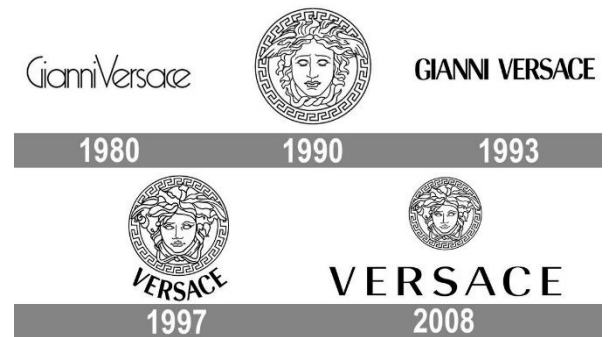
mythological figure. Gianni Versace decided to

make Medusa as the logo because Medusa

made people fall in love with her. After that

Gianni aspired that his company would have the same effect on his

consumers.



<https://1000logos.net/versace-logo/>

The current font that is being used for the Versace Logo is called Radiant RR Bold. It was

custom made for the individual use of the company. The first Versace logo was done in

1980. The logo had “Avant Garde light” lettering. Two years after Versace was founded, the

logo had the famous Medusa head on it. In 1990 they changed the trademark into a radiant

medium lettering. Medusa was stylized by a circle with Greek boarding. After the death of

Gianni, the legal named the logo just “Versace” and modified the Medusa logo, which is still

being used today.

The founder Gianni Versace was born on December 2, 1946, in Reggio di Calabria, Italy. He was brought up in the world of fashion and design. He learned his trade from his mother who maintained her very own dressmaking business. After completing high school Versace worked for his mother. He was a very talented person who managed everything from designing to retailing. He came up with his first collection in 1972 which was Callaghan, Genny, and Compliance. He was capable of pulling a one-man show and established his own company in 1978 under the name 'Gianni Versace Donna.' After coming up with many different products, his company increasingly became popular.

Versace designed throughout the 1980s and '90s and assembled a fashion empire by creating troupes that overflowed exotic nature and sexuality. His most well-known structures included refined subjugation equipment, polyvinyl chloride infant doll dresses, and silver-work robes. Versace was credited with transforming the fashion world into the high-powered celebrity-besotted industry it remains to the present day. As his prosperity kept on developing, Versace started setting up boutiques all through the United States with the assistance of his family. Additionally, in 1989, he made outfits for the San Francisco Opera; an incredible fan of the musical drama and artful dance, Versace investigated costume design as a side interest throughout his career.



[HTTPS://WWW.PINTEREST.COM/PIN/35712144544054046/](https://www.pinterest.com/pin/35712144544054046/)

After the year 1991 Versace opened boutiques outside of Italy. The first Versace boutique was opened in Glasgow, Scotland. Versace then teamed up with Automobili Lamborghini in 2006, producing the Lamborghini Murciélago LP640 VERSACE. They did many



[HTTPS://RETAILINASIA.COM/IN-SECTORS/VERSACE-HAS-BIG-EXPANSION-PLANS/](https://retailinasia.com/in-sectors/versace-has-big-expansion-plans/)

partnerships like that with other companies which helped them to achieve more popularity. Versace is now changing its way with new trends in technology. For instance, today they have official Versace online shops with different categories that include an

exclusive selection of clothing, shoes, and accessories for men and women. They also do Versace fashion shows to announce the arrival of new designs. Versace first started as a small company in 1978 and now it is one of the most popular brands in 2018 and present.

Gianni even battled cancer. He won his fight against cancer but lost his life tragically in 1997 when he was shot outside his home in Miami, Florida. The assassination, Andrew Cunanan, had gone on a cross-country killing spree, prior to fatally shooting Versace and ultimately committing suicide. Versace's work was honored by an after-death review held from December 1997 to March 1998 at the Costume Institute of the Metropolitan Museum of Art in New York City.

After his death, his sister took over as head designer for the Versace label who is known as Donatella Versace. She was born in Italy in 1955. She is one of the best-known names in the fashion world today. Versace started building up her trademark look like a young person —

dying her hair bleach blonde and utilizing dull eyeliner. She was remarkably close to her older brother, Gianni, who would take her out with him at night and make outfits for her to wear. Donatella attended a university in Florence for a time, but she eventually reunited with Gianni to support his clothing business.

At the point when Gianni Versace began his very own fashion organization in Milan in 1978, Donatella was always by his side. Their sibling, Santo, was likewise a part of the business. Gianni depended on Donatella for her recommendation about his designs, and she played an essential role in coordinating numerous Versace form shows and promoting efforts. She brought some rock 'n' roll spirit and celebrity cache to the line through her friendships with Madonna and Elizabeth Hurley.

Donatella was crushed by the death of her brother yet was resolved to carry on his legacy. Days after Gianni Versace's passing, Donatella was announced as Versace's artistic director. At this point, however, she had officially played a main job in the business. "The last two years of Gianni's life," Donatella explained to New York magazine, "I was going up into his apartment, showing him the work, getting the approval from him, but I ran the company because he wasn't showing himself. It was like a year and a half. I did everything."

Donatella has driven the organization's design vision from that point onward, reviving its product offerings throughout the years. In 2009, she acquired Christopher Kane to design for Versus and reevaluate the brand. After his flight, Versace teamed up with other forthcoming designers at stake, likewise patching up the organization's high fashion line Atelier Versace.



[HTTPS://WWW.FRIDAYCHARM.COM/PRODUCTS/VERSACE-EROS-EDT-PERFUME-FOR-MEN](https://www.fridaycharm.com/products/versace-eros-edt-perfume-for-men)

Today, Versace advertises an assortment of product offerings, from home merchandise to perfume, garments, and furniture, and operates two hotels.

In conclusion, Gianni Versace worked hard to achieve his goal. He went through a lot of struggle but never gave up. After years of sleepless nights, he got where he wanted to be. Even though he is not with us anymore. But the brand he has left behind is wonderful. Almost everyone around the world knows about Versace products. Versace is a very luxurious brand and it just keeps getting better every day.

## Reference

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