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Gianni Versace and Contemporary Fashion

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In this designer report, I will be writing about one of the most well-known designer and influencer in the fashion industry that is Gianni Versace. I will also be discussing the historical/contemporary costume and its significance within the fashion industry. Gianni Versace was in no doubt one of the first designers who broke the barriers for fashion in such a unique way. In doing so, fashion has never been the same. His creativeness has helped us open up to giving fashion new opportunities and looks. Versace's unique sense of fashion has led to trends and thus making it a question of how these trends can affect contemporary fashion and the fashion industry in general. We can learn a lot about both historical contemporary designers that have held a lot of significance within costume and even fashion history. Even though many people would just set their eyes on the well-known designer who sells expensive clothing, many wouldn't decide to stop and learn about the history of that designer and their inspiration or influences on the clothing that they make.

Another thought that could go over a consumers head is the amount of preparation and work that had gone into manufacturing and producing those clothes that everyone wants since they are trending but get upset over expensive prices. Although many don't see this or wish to realize this, is that this is where brands take the opportunities while things are trending and sell them for cheaper and most of the time the products that they begin to sell aren't even authentic, but it is a way to get the consumer what they want since it is currently for a short moment in time "trendy" and for themselves to gain money before the trend is over and they will have to start all over again on a new trend. This is where the importance of the fashion industry needing designers or even "famous influencers" to stay in affordable clothing brands. The goal would be to find people that are well known and advertise that they are now producing a clothing line with prices that are affordable. This would make their targeted audience happy, satisfied, and loyal

because since they like that celebrity or designer already and now know that they don't just don't look for the expensive things but that they are also interested in the ordinary people that try to have a creative and fashionable wardrobe on an affordable budget. Finally in this report, I will work on how all of this information is connected with Versace's work and the fashion industry.

Gianni Versace was born on December 2, 1946 in Reggio Calabria, Italy. He had his own label famously known as "Versace". Gianni went to school at Liceo Classico Tommaso Campanella, where he studied Latin and ancient Greek without even completing the course. Versace worked for a short time at his mother's shop before moving to Milan in 1972, where he had worked for several Italian ateliers including Genny, Complice, Mario Valentino, and Callaghan. The elements of style that first made the designer famous were designs that included sophisticated bondage gear, polyvinylchloride baby-doll dresses, and silver-mesh togas. Versace first attained notoriety as a designer in the 80's. Gianni Versace was one of the top fashion designers of the 1980's and 1990's. He had launched his first clothing line in Milan, Italy, in 1978. One article states 1989 he designed a line of haute couture for the first time and in 1989 he created costumes for the San Francisco Opera. In that same article, it is stated that "Versace was credited with turning the fashion world into the high-powered, celebrity-besotted industry it remains to the present day". It also says that he had begun to establish boutiques throughout the United States and he also focused on publishing a series of coffee-table books that featured his sketches and photographs of his creations by esteemed photographers such as Richard Avedon, who also worked on Versace's advertising campaigns.

The work of this designer has been influenced by historic costume. Gianni was strongly influenced by ancient Greek history. According to Greek mythology, Medusa also called Gorgo, was one of the three monstrous Gorgons, which is generally described as winged human females

with living venomous snakes in the place of hair. Medusa played a big role in Versace's merchandise as her head would come out on almost anything he sold making her almost as Versace's logo. Fashion is always evolving. Throughout the decades we have clearly seen how fashion changes our styles drastically and it can all start by an influence. Though there are many designers with their own taste of style, each one has contributed in some way in today's fashion. I believe Gianni Versace is one of them. He had a very unique sense of style where he would break all the barriers and just begin to be more creative. Even in the 70's up until through the 90's we can clearly see how people wanted to break free of a certain way of dressing that made them feel good with their style. He had been becoming famous certainly at the right time of the decade where everything is changing in peoples styles which could also influence him in what to design because of what people liked at the time. I would say that fashion would be somewhat different today if the designer never existed because he paved the way for other designers to get creative and more open about style. Fashion would probably be more delayed in being so colorful and creative had it not been for his clothes.

What makes the designer's body of work that is most unique and important to fashion today is how we see in many of his designs, he chose to include a lot of gold chains. In today's fashion, we can still see that wearing gold jewelry with our clothes, or clothes that already have gold attached to it is a popular style. What I find most interesting about the life and work of Gianni Versace is that he has always been surrounded by fashion since his mother ran her own dressmaking business. He even began working for her after he had completed high school. I also found that it was interesting that he seemed to want his family involved in his business since his brother Santo served as CEO and his sister Donatella was a designer and vice president. After Gianni Versace died, his sister Donatella inherited her brothers company in 1997. In 2018 she

sold the company to Capri Holdings (Michael Kors) but she still remained its chief creative officer.

Contemporary apparel is the clothing that is accessible in price and in the way people wear it. It often is a more modern-style clothing rather than a higher end luxury market. One thing the brands in the contemporary category have in common is that what matters is the quality of the clothing. Contemporary brands have the responsibility of not only making sure the quality of the clothing is good but that it is trendy. Their items that seem to be just basic have to feel luxurious and they have to be finely crafted. It has been agreed on by fashion editors and industry insiders that contemporary brands have “stolen the limelight and that they are helping to bridge the gap between luxury brands and main street”.

The linkages I found between the study of historic/contemporary costume and researching Gianni Versace is that he brought a new look and sense of creativity to contemporary fashion. He had brought rock, art, and colors that stood out into this type of fashion. Versace is still involved in modern fashion today. Although Versace’s apparel is expensive, some of the merchandise is affordable. Upon researching the official website of Versace to see how expensive their items are sold at, the lowest item you can buy at the current moment because of a drop in prices, are briefs that are currently being sold at \$37. Although it is pricy for briefs, it makes it known that this brand can make somethings affordable and that it is not just a brand that sells things over \$1,000.

What the study of historic/contemporary fashion designers tells us about the fashion industry in general is how it all affects the price of fashion. If there is a brand out there just like Versace such as Gucci and Louis Vuitton that go for expensive prices, most brands would see how well those famous brands are doing and they are becoming the new trend and start to make

apparel that looks similar to what they sell. They want to attract the consumers that aren't able to afford those expensive prices but want the style or that want to be a part of that trend. This might work well for those brands, but it turns out to be bad for the brands who originally started the trend. Although they might not lose money or customers since fashion is always around and there are a lot of people that can actually afford the expensive type of clothing, it steals away their integrity. Many fashion designers work their way up and because of how well known they are, and the quality of their clothing, there is no doubt the clothing should be expensive. So, when there comes another brand to try to "copycat" the famous brands, it becomes unfortune and unfair.

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