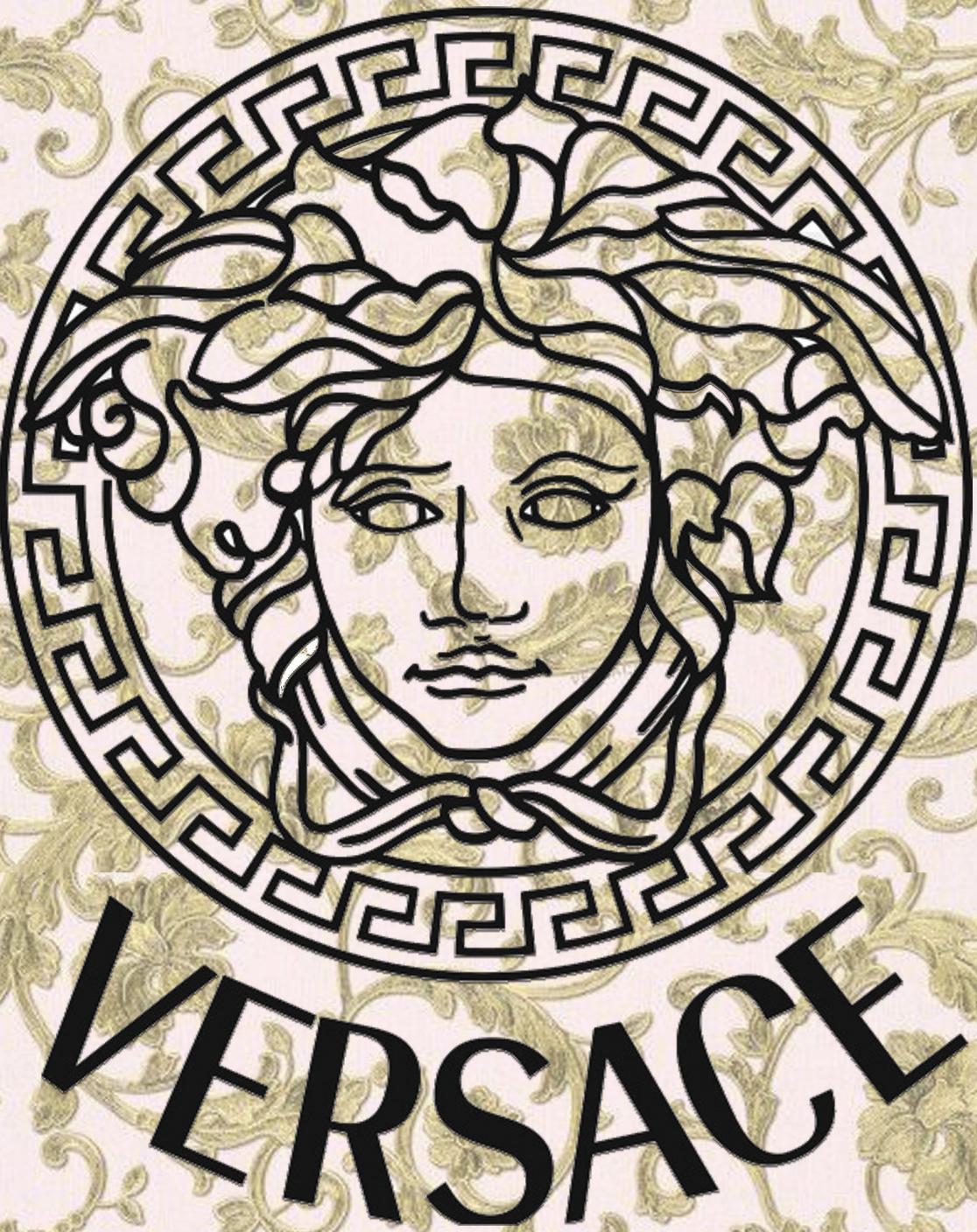


BRAND  
STUDY.





Versace is an Italian luxury fashion company which produces upmarket Italian-made ready-to-wear and leather accessories. The brand was started by Gianni Versace in 1978.

The company was owned by the Versace siblings, Gianni, Santo and Donatella. The Versace logo is the head of Medusa, a Greek mythological creature. The logo came from the floor of ruins in Rome that the Versace

siblings played in as children. Gianni Versace chose Medusa as the logo because she made people fall in love with her and they had no way back. He hoped his company would have the same effect on people. In 1972, Gianni Versace designed his first collections for Callaghan, Genny, and Complice. Versace was one of the few independent designers who was in control of everything about the brand, from designing to retailing. Fashion designer Gianni Versace was born on December 2, 1946 in Reggio di Calabria, Italy. He was raised in the world of design, learning his trade at the hands of a mother who ran her own dressmaking business. Versace went to work for his mother after completing high school. Versace became known for his glamorous styles, producing a range of siren dresses that became his trademark. He often used innovative materials such as aluminum mesh or cutting-edge techniques like "neo-couture" laser technology to fuse leather and rubber.



Versace was often described as the "Rock n' Roll designer" because they designed for many famous clients, including Elton John and Michael Jackson. Versace designed the stage costumes and album cover costumes for Elton John in 1992.

Elizabeth Hurley wore a black Versace dress, often referred to as "THAT Dress".

The black dress was made from pieces of silk and lycra fabric, with oversized gold safety pins placed at "strategical places". The dress was wide open at the front, from the neck down to at least halfway across the bosom, with two slimline straps on the shoulders each side connected by a gold safety pin

placed at "strategical places". The dress was wide open at the front, from the neck down to at least halfway across the bosom, with two slimline straps on the shoulders each side connected by a gold safety pin and two cut-away parts on both sides that were held together with six gold safety pins on each side and one at the top of the cut-away on each side connecting it to the bosom section.

The dress is said to be punk-inspired, "neo-punk", [5] and something which "emerged from the sari development" according to Gianni Versace himself.

The American recording artist and actress Jennifer Lopez wore an exotic green Versace silk chiffon dress to the 42nd Grammy Awards ceremony on February 23, 2000. The sheer fabric was printed with a tropical leaf and bamboo pattern, and cut with a very low neckline that extended well past Lopez's navel, while the waist of the dress was studded with citrines.



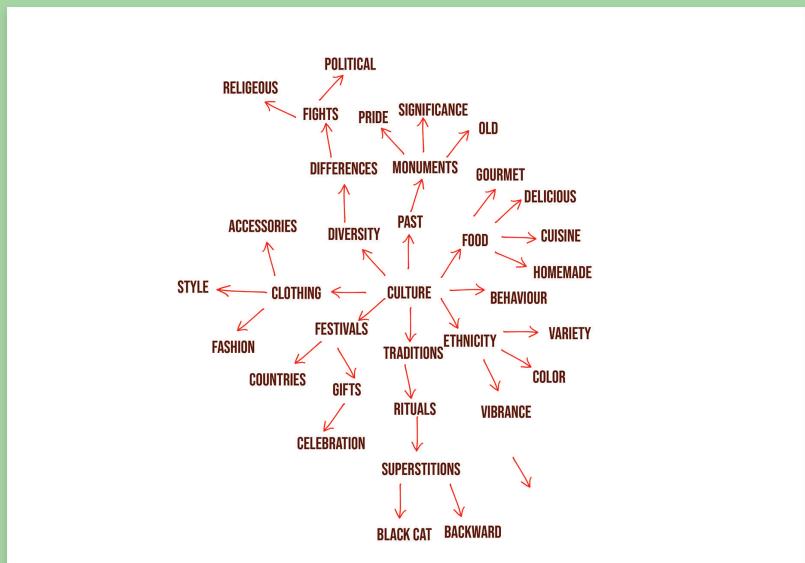
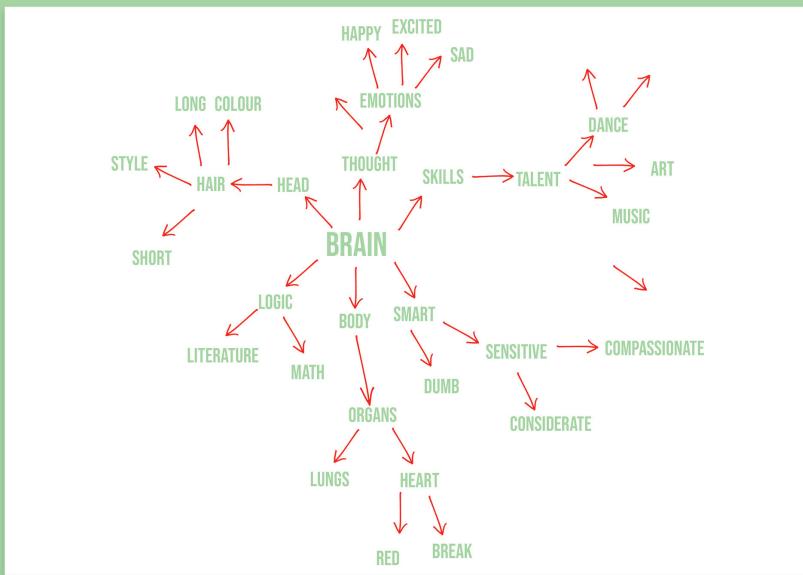
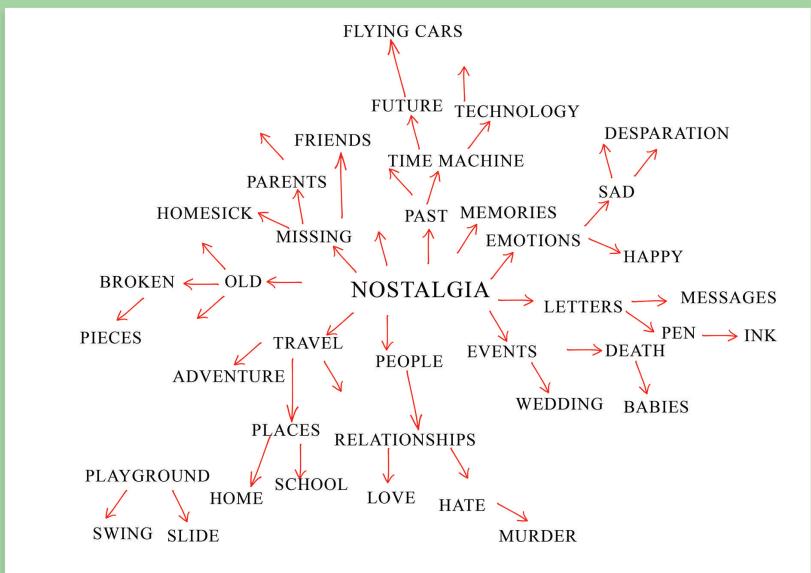
When Gianni Versace started his own fashion company in Milan in 1978, Donatella was right there by his side. Their brother, Santo, was also a part of the business. Gianni relied on Donatella for her advice about his designs, and she played an important role in orchestrating many Versace fashion shows and advertising campaigns. She helped bring some rock 'n' roll spirit and celebrity cache to the line through her friendships with



Madonna and Elizabeth Hurley. After the murder of Gianni Versace in 1997, his sister Donatella Versace, formerly vice-president, took over as creative director and his older brother Santo Versace became CEO. After the murder of Gianni Versace in 1997 his sister Donatella Versace, formerly vice-president, took over as creative director and his older brother Santo Versace became CEO. A year and three days after Gianni's death on 15 July 1997, Donatella Versace mounted her first couture show. She now oversees the production of a dozen collections each year,

though these days she is just as famous for her celebrity entourage and parties whose regular guests include Sir Elton John, Liz Hurley, Catherine Zeta-Jones and Kate Moss. Even Prince Charles attends Donatella's parties for the famous and elite throughout Europe.

# MIND MAP

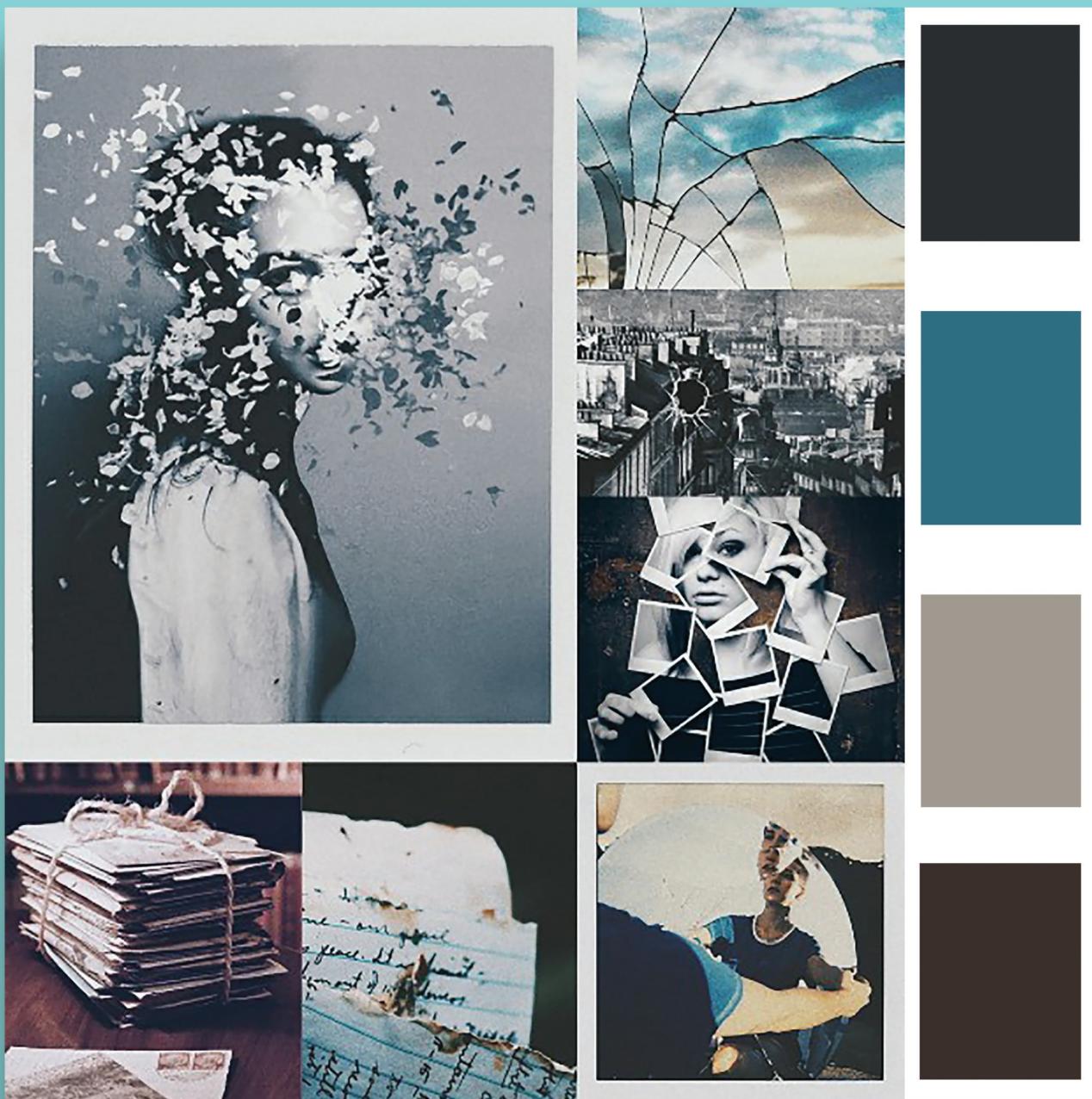


# MIND MAPS

MOOD  
BOARDS.



# EYES, HEART AND ART



# POLAROIDS, LETTERS AND BROKEN



# MAPS & GIFTS

TREND  
BOARDS.



# ANALOGUS



# COMPLEMENTARY



# MONOCHROMATIC



# SPLIT COMPLEMENTARY



**STREET**

**STYLE.**



RETRO CHIC LOOK PERFECTLY  
COMPLIMENTED BY THE ACCESSORIES



AN ELEGANT OUTFIT COMPLETD WITH  
A CLASSIS LOUIS VUITTON

SHIRT DRESS? KURTA?  
IT'S BOTH AT ONCE!



A BOLD USE OF COLORS  
COMPLETED WITH A FANNY PACK.

COMFORT STYLE AND COLOUR,  
THIS OUTFIT HAS IT ALL



FASHION  
ARTICLE.



# Blood is Thicker Than Water

An insight on nepotism and what it means in the fashion industry,  
as observed by Ann Mathew.



**‘Dear Fashion Industry, beware of privileging the privileged. Keep the door open to the self-invented super freaks from the crap towns. This is the only way to keep fashion vital and creative’**

**-Simon Doonan**

Nepotism is a word we don't fail to hear numerous times a day, in the fashion industry, film industry, in businesses etc. But what exactly is nepotism and where does it come from?

Nepotism is the practice among those in power or influence of favoring relatives and friends by giving them jobs. It comes from the Italian word nepo which means nephew. During the 17th century senior members of the church who had taken vows of chastity would pass their titles and legacies to their nephews. Since they did not have legitimate offsprings they would often pass down their titles and important positions in the church to their nephews. The Fashion Industry is a vast and expensive industry, sometimes considered to be a controlled by an elite group of insiders. To get a job or recognition is close to impossible for people without influence.

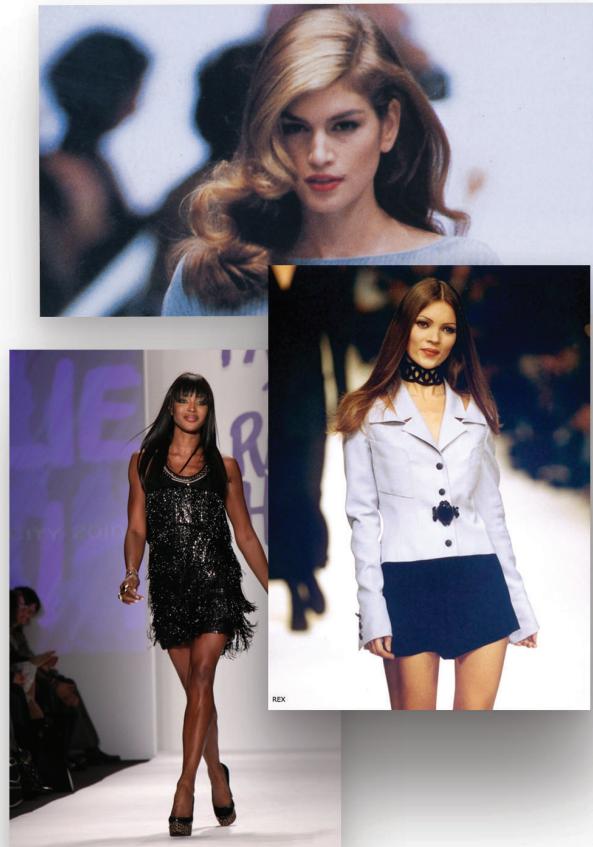


In this time, nepotism is not just accepted, it is celebrated. Designers models, editors with famous relatives and friends are given more importance and are getting more popular. Nepotism works because it is easier to start from a pre-disposed level of fame, than someone who is starting from scratch. A famous person's outreach is far wider than that of a starter.

Right now, in the Fashion Industry, talent is overshadowed by DNA. A talented model or designer would have to work for years together

to get what people with influence get while they're starting off. Fashion houses care more about profit margins and business deals over creativity and autonomous expression. Nepotism could prove toxic to the industry, it is a potential threat to great talent

Nepotism, has reinvented the word supermodels. During the 90s the word was only used for a select few who proved themselves worthy of title, Kate Moss, Naomi Campbell and Cindy Crawford among a few. But with nepotism in picture every other person with a famous parent or friend is a supermodel-Gigi Hadid, Kendall Jenner, Kaia Gerber, Bella Hadid.



Nepotism works in unfair ways. In 2016, two of the highest paid models were Karlie Kloss and Kendall Jenner. While Kloss had been in the industry for ten years, Jenner had only been for three. In this short span of time Jenner landed 13 Vogue covers while Kloss has only had 8 in her name

Adowa Aboah is an excellent model who lacks recognition, she started off in 2011 and has had a successful career. Bella Hadid started in 2014, thanks to her famous mother and sister's influence she has had an extraordinary career. While Hadid has had ten September issues all around the world to her name. Aboah has only had one which she had to share with other models. Aboah was nominated for the Model of The Year Award along with the Hadid sisters and newcomer, Kaia Gerber, daughter of Cindy Crawford.

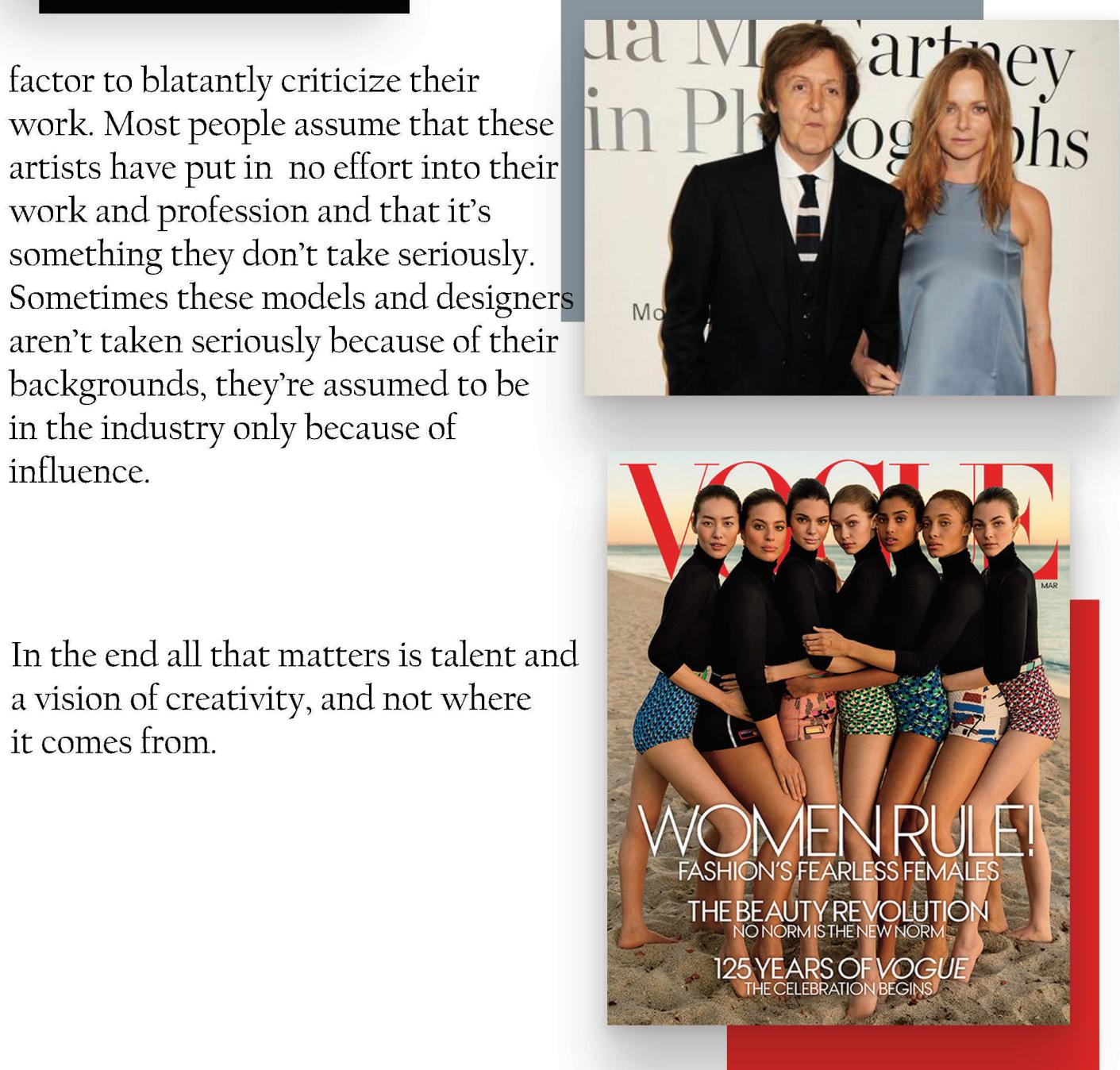


Nepotism produces certain impressive outcomes as well. Stella McCartney is one of Britain's finest designers, her career was made easy for her by her father Paul McCartney. Alexander McQueen is an equally talented designer who had to struggle much more to get to his current position.

While nepotism is harmful for the industry, it isn't fair to falsely accuse models and designers. Most people take advantage of the nepotism

factor to blatantly criticize their work. Most people assume that these artists have put in no effort into their work and profession and that it's something they don't take seriously. Sometimes these models and designers aren't taken seriously because of their backgrounds, they're assumed to be in the industry only because of influence.

In the end all that matters is talent and a vision of creativity, and not where it comes from.



**STORE**

**FRONT**



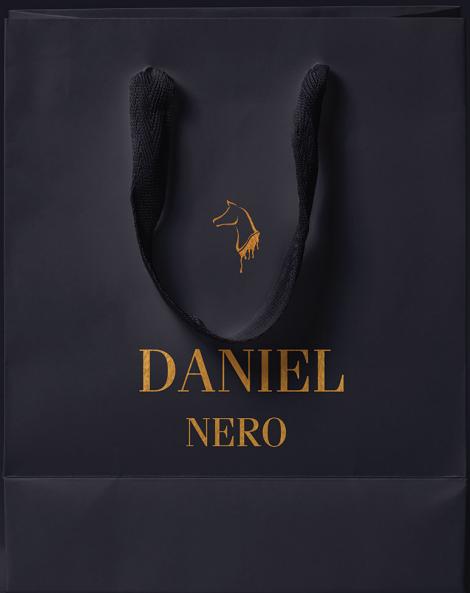
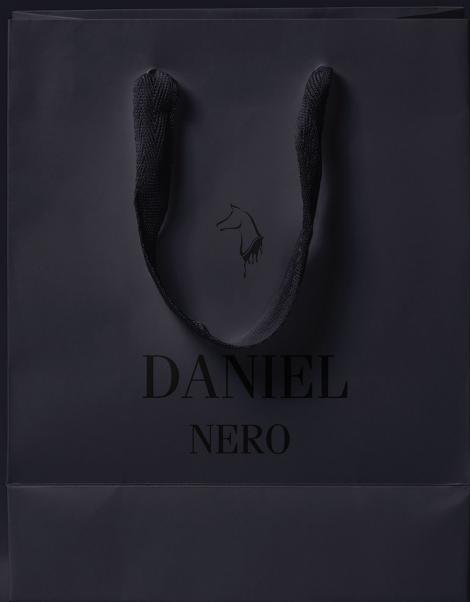
# STOREFRONT

# DANIEL NERO

Cut by hand from the world's finest leathers, each pair of Daniel Neros is made in our Northampton workshop according to the same principles that have guided us for over a century.

Crafted and honed with unerring attention to detail our shoes embody the timeless elegance of quintessentially English style.









Carmela

DANIEL  
NERO



**CORLEONE**

DANIEL  
NERO



CUNEO

DANIEL  
NERO



SOLLOZZO

DANIEL  
NERO