

## Dario Vitale's Bold Versace Debut Steals the Spotlight at Milan Fashion Week

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Milan Fashion Week witnessed history on 26 September as **Dario Vitale unveiled his debut collection for Versace**, marking the first time in 47 years that the brand's runway wasn't creatively directed by either Gianni or Donatella Versace. The show, staged at the **Pinacoteca Ambrosiana**, was nothing short of audacious — a powerful blend of high-octane glamour, archival homage, and daring modernity.

The invitation itself hinted at drama, penned as a poetic love letter by curator David Rimanelli. And when the curtain rose, Vitale transformed the Renaissance gallery into a surreal fashion playground filled with everyday objects — an unmade bed, a hairdryer on folded towels, pots and pans — setting the stage for a collection that was sensual, undone, and unapologetically bold.

#### A Collection Rooted in Legacy, Reimagined for Today

Vitale drew heavily from the **'80s Gianni Versace era**, reinterpreting archival codes with a rebellious edge. Jersey dresses that teased between elegance and provocation, chainmail tops paired with prim cardigans, undone belts, and raw-cut muscle tees created a narrative of imperfection as beauty. As he explained backstage: *"It's beautiful and bourgeois, but not always proper. Not everything is perfect — and that's the point."*

#### The Stakes and the Spotlight

This debut was more than just a runway show. It was the **first collection under the Prada Group**, which acquired Versace earlier this year for €1.25 billion. With Donatella Versace stepping into a new role as **Chief Brand Ambassador**, all eyes were on Vitale to prove that the house could thrive in a new era.

#### Fashion's First Reactions

Industry voices were quick to praise the collection:

- *"Dario Vitale has opened a new chapter of Versace. It was intimate and warm, generous and spontaneous, fun and audacious,"* said one prominent buyer.
- Vogue Runway's Nicole Phelps noted the provocative styling and fearless energy, calling the debut *"sexy and undone — Versace at its rawest."*

What’s Next for Versace?

Beyond the runway, Vitale’s vision already shows promise. His red-carpet styling at the Venice Film Festival and the viral SS26 teaser campaign proved his ability to connect heritage with cultural buzz. With the Prada Group backing and a global fanbase waiting, **Versace’s new era under Vitale has officially begun — bold, unpredictable, and unmissable.**

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