

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

Published on 29 Sep 2025 | By IFI Correspondent



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

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.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/VISHAL KHAIRNAR, TO WHICH EFFECT, PUBLICATION HOUSE/TS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.