

Gianni versace as an icon



**ASSIGN
BUSTER**

He was one of the best designers of the time.

During his time, Rock and Roll was the finest form of music. Having lived during the era of Elvis Presley and the Beatles, he designed his clothes to fit this era. He fashioned most of his clothes to fit underground punk as witnessed in London hence the sleek designs with carefully cut lines (Ebert 145). The clothes presented a youthful feature that fitted most people in Hollywood while at the same time providing a playful feel (Costin 78). Some of the Hollywood stars became his customers and this enabled him to continue growing his brand in the fashion industry.

Designs by Versace were made in such a way that they portrayed the body as it was. He loved showing off the masculinity in men and the feminine nature of women. To this end, his clothes were fitting to the wearer and hence provided comfort. In addition, the size of the clothes was given serious consideration. As a result, the designs were glamorous with the texture and weight of the clothes being satisfactory to the consumer (Del Giudice, Peruta and Carayannis 167). Most important for the fashion guru was color. The colors used on his designs defined his cloth line due to their striking nature. The clothes became noticeable in the industry. All in all, the designer managed to come up with designs that fitted his time, he was versatile enough to allow change and most importantly, he produced original designs which impressed consumers.