

# VERSACE

**LIFE IS BETTER IN BIGGIES:** Versace celebrates the iconic Medusa Biggie sunglasses with an innovative and unconventional campaign that shows how life is better in Biggies.

Biggies are an undoubted icon of Versace design and have been one of the most distinctive eyewear shapes in global luxury for over three decades. Their signature attitude and high-luxury design have always attracted individuals with independent spirit, most notably Notorious B.I.G. (Biggie Smalls), the world-leading rapper who rocketed the style to icon status within rap, music, entertainment and culture. The Biggies style is named in his honor.

The multifaceted and innovation focused campaign mixes physical and digital experiences for a full immersion into the iconic lifestyle felt when wearing Biggies. An augmented reality experience is accessible through QR codes on Life is Better in Biggies out-of-home billboards placed across global cities. The interactive journey unveils a pair of golden Biggies floating above the House's Medusa before the full selection of available Medusa Biggie styles is revealed. A Try-On filter available through Meta and Snapchat social channels lets users wear the Biggies in 3D and share selfies with friends. A fully immersive Virtual Reality headset experience available at select Luxottica stores gives users a new way to interact with the iconic Biggies. Upon entering the virtual world, users are placed into an opulent Biggies Celebration Room and can travel through portals to other areas until they are faced with Versace's powerful Medusa, all in an immersive 360-world.



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The new season expands the Medusa Biggie sunglasses collection with new designs and colors:



## VE4361

A fearless and on-trend low-lens shape and wide temples with gold metal Medusa medallion. Available in black with dark gray lenses and in transparent gray with light gray mirror silver lenses. The universal fitting option is offered in black with dark gray lenses.



## VE4479U

Sun frame with injected front and temples amplified by a metal Medusa embellishment to the wide temples. Comes in timeless and contemporary color options of black or white with dark gray lenses.



## VE4480U

Cat-eye shape with metal Medusa detailing in reference to the original style of the 1990s. Narrow, full injected frames with low-lens design in universal fitting. Available in ultra-classic tones of black and Havana with dark gray lenses.



## VE4478U

Original Medusa Biggie embellishments of the 1990s evokes the era's music and fashion scene. The oversized geometric square frames are made in full injected material. A heritage Medusa medallion and metal décor in the original Biggie style amplify the temples. Offered in Havana and black, with dark gray lenses.

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## VE3368U



Sleek optical model with strong square front and the statement Medusa medallion temples. The full injected construction with a universal fit is available in black, light gray or crystal.

## VE 3320U



Optical acetate model in universal fitting and featuring the Medusa to the temple. Available in black.

## VE3367U



Optical model featuring classic shapes and iconic signifiers of the House. Cat-eye front in sleek juxtaposition with rectangular lenses. Temples feature a reduced size Medusa Biggie décor. Available in Havana, crystal, red transparent and black.

## VE1283



Irregular metal oversized optical glasses with the Medusa Biggie medallion on the temple. Adjustable nose pads are featured for superior comfort. Available in gold.