



# Fashion Scoops

## Dario's First

Dario Vitale's first collection for Versace will not be presented through a runway fashion show, according to sources.

Asked for a comment, a Versace representative confirmed and said Vitale's debut collection "will see the house host an intimate event, honoring the past and envisioning the future," scheduled on Sept. 26 in Milan. The city's Fashion Week is expected to run Sept. 23-29 but the calendar has not been released yet.

The spring 2026 collection will be unveiled through a presentation and, according to sources, there is a video component.

This is a new development for Versace, which has over the years staged fashion shows with

major models and friends of the house ranging from Demi Moore and Elton John to Miley Cyrus and Anne Hathaway, even enlisting Jennifer Lopez and Dua Lipa to walk the runways.

In March, Donatella Versace was named chief brand ambassador of the fashion house she has helped grow on her own for the past 28 years, following the death of her brother Gianni. Her last show was paraded in Milan in February for fall, hinging on the house's bold, baroque prints. The designer was succeeded by Dario Vitale, named chief creative officer, on April 1.

Vitale was previously Miu Miu's ready-to-wear design director and left the company in January.

In April, after months of speculation, Prada finally confirmed it was acquiring 100 percent of Versace from Capri Holdings for 1.25 billion euros. The transaction is expected to close in the second half of 2025.

Announcing the deal, Lorenzo Bertelli, head of CSR at Prada Group, said: "I think we don't need to change the brand, we need to just evolve it and make the right things happen and together bring back Versace to be a huge success. So we need just to be patient, and we know very well that there is no one single ingredient for success."

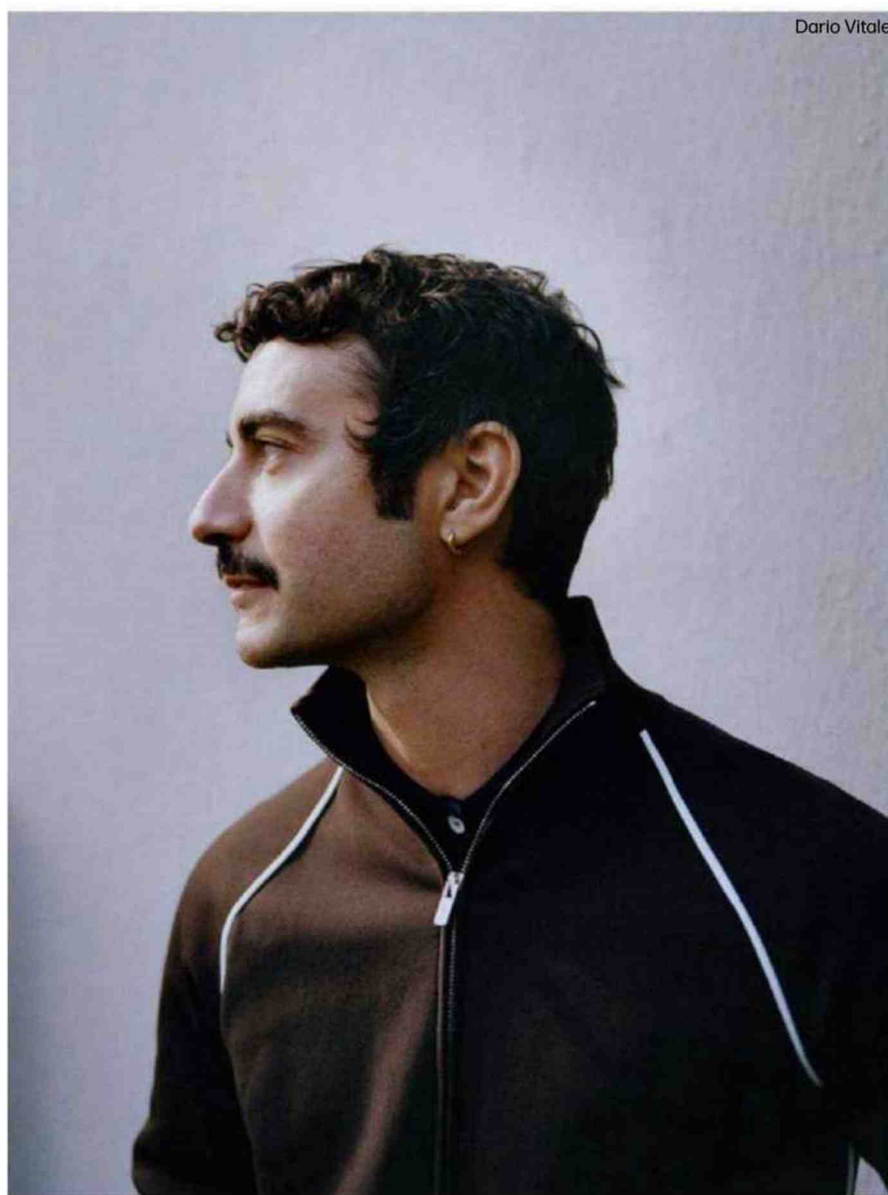
During a conference call with analysts at the time, Prada Group CEO Andrea Guerra underscored that

Vitale's exit from Miu Miu was "his own decision, independent and very personal," and that it was not the harbinger of this acquisition.

Pressed for further comment on finding Vitale at Versace, Guerra said, "We are happy to find him as a trusted pair of hands in such an important position for the future of the brand, we are very happy to really welcome all the team, wherever they are in the world and whatever they're doing. We really need to be warm and give everyone the opportunity to show their impact and their talent."

— LUISA ZARGANI





Dario Vitale