# Prada acquires Versace in landmark fashion deal



Donatella Versace and Miuccia Prada, two iconic figures in the fashion industry, are on the brink of a new chapter in their long-standing friendship following an announcement from Prada regarding the acquisition of Versace. In a deal valued at $1.375 billion (£1.06 billion), Prada aims to bring together these two distinct brands in a strategic move that positions them as competitors to France's luxury fashion powerhouses, LVMH and Kering.

The announcement, made yesterday, marks a significant evolution in both brands, particularly for Donatella Versace, who has been a prominent figure in fashion since stepping into her role following the tragic death of her brother, Gianni Versace, in 1997. Recently, Donatella, aged 69, transitioned from her role as lead designer to that of chief brand ambassador. Despite her successful tenure at the helm of the brand, Versace has faced challenges in recent years, especially under its previous ownership by Capri Holdings, which acquired the brand for $2.15 billion in 2018. Reports of declining sales coinciding with a global downturn in the luxury market have raised concerns about the brand’s future.

In contrast, Prada has demonstrated resilience in the luxury sector, reporting a 15 per cent increase in annual net sales, reaching a total of $5.7 billion as of March. Additionally, Prada's sister brand, Miu Miu, saw an extraordinary growth of 93 per cent over the same period. Miuccia Prada's unique, often unconventional aesthetic has struck a chord with both celebrities and professionals alike, setting the brand apart in a crowded marketplace.

The juxtaposition of Prada’s cerebral, "ugly" fashion style, characterised by unconventional colour combinations and unique silhouettes, with Versace’s bold and seductive designs creates a complementary relationship that may enhance their market appeal. While Versace is synonymous with glamour and red-carpet elegance, Prada offers a more pragmatic approach to modern women's fashion, catering to diverse needs from the office to social engagements.

Their alliance signifies an integration of their respective strengths—Prada's continued focus on its signature pieces while leveraging Donatella's flair, strong social media influence, and the distinctive Versace aesthetic, which remains a favourite among high-profile personalities. Notably, Donatella commands substantial attention on social media with 12.4 million followers on Instagram, a platform that helps amplify the brand's reach and relevance.

Miuccia and Donatella’s friendship, forged over decades, suggests a strong partnership beyond mere business considerations. They have been seen supporting each other at fashion shows and meeting at cultural landmarks like Cova, a historic pastry shop in Milan. In a personal endorsement of the acquisition, Donatella expressed her enthusiasm on Instagram, stating, "I am absolutely delighted for Versace to become part of the Prada family... I am honoured to have the brand in the hands of such a trusted Italian family business and I am ready to support this new era in any way that I can."

As the fashion world anticipates the future of both brands under this new structure, questions remain about Donatella's role moving forward. While the focus may shift towards Dario Vitale, a former designer from Miu Miu, the potential reinstatement of Donatella as Versace's creative director could resonate positively among fans, particularly in an industry where female leadership remains scarce.

The age of "Versada" has only just begun, setting the stage for an intriguing new chapter in the storied legacies of Prada and Versace.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.latimes.com/business/story/2025-04-10/prada-buys-versace-for-1-38-billion-to-form-luxury-leader> - This article supports the claim of Prada's acquisition of Versace, highlighting the strategic move to compete with luxury fashion powerhouses like LVMH and Kering. It also discusses the deal's implications for both brands.
* <https://www.cbsnews.com/news/prada-buys-versace-capri-1-4-billion/> - This piece corroborates the news of Prada buying Versace from Capri Holdings, emphasizing the deal's value and the potential growth opportunities for Versace under Prada's management.
* <https://www.youtube.com/watch?v=lBH_yKmCr_o> - This video reports on Prada's purchase of Versace, focusing on the financial terms and strategic implications, including the competitive landscape in the luxury fashion market.
* <https://en.wikipedia.org/wiki/Prada> - This Wikipedia entry provides context on Prada's history and brand identity, supporting the description of Miuccia Prada's unique aesthetic.
* <https://www.bloomberg.com/news/articles/2025-04-10/prada-buys-versace-from-capri-in-1-38-billion-deal> - This article details the transaction between Prada and Capri Holdings, emphasizing Prada's growth strategy and the brand integration benefits.