**DONATELLA VERSACE**

Trust. For me that is the foundation of the best relationships. With Avedon there was absolute trust. Trust in his light. Trust in his storytelling. Trust in our shared vision. Trust in our relationship. Avedon and Versace are inseparable.

Gianni and I loved working with Avedon. We loved coming up with the story of the campaign together and watching as he and the incredible models brought that story to life. With or without the clothes. Iconic is an over-used word but these images are truly iconic.

Avedon photographed me many times over the years, but my favorite portrait is the one he shot for the “Blonde” fragrance campaign. I remember his direction: “Be Blonde. Blonde energy, blonde passion, blonde strength.” His image shows my superpower.

Avedon was all about relationships. His relationship with us as colleagues and friends. His relationship with the subject of the shoot and the story we were telling. The relationship with space as he built incredible shapes using clothes and bodies. And most importantly the relationship with the viewer. Just look into the eyes of the sitters in his portraits and lose yourself in an imagined relationship.

Avedon’s images tell us their story with no words. They capture a moment in time and yet remain timeless. They continue to inspire all of us. They talk of power, beauty, seduction, and of humanity.

I miss him but he is always with me in these extraordinary images and in my heart.

Milano, 20 September 2022