

01 / THE HOUSE STORY

The people. The point of view.

THE BEGINNING

Gianni Versace

Gianni Versace founded the Milan house in 1978, building a highly recognizable language of Medusa imagery, Greek-key motifs, bold print and metal hardware. The resale archive includes Gianni Versace-era mainline, Versace Jeans Couture and other historical lines, so exact label family and date matter. Use 1978 as the house anchor, then date through label wording, runway/collection evidence and logo evolution. Archive prints and Medusa motifs are repeatedly reissued, so print alone cannot establish a 1990s date.

From the Sui Generis catalog

FOUNDED

1978

ORIGIN

Milan, Italy

WHY THE DETAILS MATTER

Modern Versace products use style/article references, and the brand provides an online authenticity system for items carrying a Certilogo (CLG) code. A CLG feature is relevant only when it is legitimately present on an eligible product; it is not a rule for all vintage Versace. Before 'decoding' anything, identify what kind of identifier it is: RN/business ID, style/article number, size code, supplier/production reference, serial, date mark, season code, inventory barcode, RFID/NFC or digital passport. Different identifier types answer different questions and are not interchangeable. Read the Versace care label literally before trying to date it.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item's authenticity.

02 / THE BRAND FAMILY

Names, lines & relationships

Versace

Parent luxury fashion house / mainline

Ready-to-wear, leather goods, footwear, accessories, jewelry and lifestyle.

Versace Jeans Couture

Contemporary / denim-focused secondary line

Women's and men's clothing, denim, footwear and soft accessories.

Versace Home

Home and lifestyle category

Tableware, bath and bed textiles, living, furniture, wallpaper and lifestyle objects.

Versace Kids

Children's category line

Newborn, baby, girls' and boys' clothing, shoes and accessories.

Atelier Versace

Haute couture / atelier category

Haute couture and made-to-measure atelier pieces.

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A story in chapters

1978

Versace

House origins · Gianni Versace

COLLECTION CONTEXT

Gianni Versace founded the Milan house in 1978, building a highly recognizable language of Medusa imagery, Greek-key motifs, bold print and metal hardware. The resale archive includes Gianni Versace-era mainline, Versace Jeans Couture and other historical lines, so exact label family and date matter. Use 1978 as the house anchor, then date through label wording, runway/collection evidence and logo evolution. Archive prints and Medusa motifs are repeatedly reissued, so print alone cannot establish a 1990s date.

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

VERSACE Black Acetate Gold tone Medusa Arm Sunglasses

Marked size = the item's original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL



01 / WHAT YOU CAN READ

VERSACE · MADE IN ITALY · CE

02 / HOW TO USE IT

The eyewear arm carries branding and country wording beside a separate CE marking. Record these as distinct fields and photograph both arms in full.

03 / WHAT TO CHECK NEXT

The CE marking is not a unique product serial number. Look elsewhere on the arms for readable model, color and size markings before making a model comparison.

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SOURCES / SEPTEMBER 2026 EDITION

Research & image credits

Based on the existing Sui Generis guide research and credited references. Catalog photographs are Sui Generis images. Brand names identify the subject; this guide is independent and unaffiliated. Share complete sheets with their credits and a link to the guide.

- <https://www.versace.com/us/en/client-service/authenticity.html>
- <https://www.versace.com/al/en/about-us/company-profile.html>
- <https://www.museodelmarchioitaliano.it/en/versace-2/>
- <https://www.versace.com/>
- <https://www.versace.com/row/en/jeans-couture/>
- <https://www.versace.com/us/en/home-lifestyle/>
- <https://www.versace.com/us/en/children/>
- <https://www.vogue.com/fashion-shows/designer/versace>
- <https://suigenerisconsignment.com/products/versace-black-acetate-gold-tone-medusa-arm-sunglasses>

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SIZING / HOW TO READ OUR CATALOG

Marked size & your US size

The marked size is the size printed on the item’s original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer’s tag; it does not change the item’s original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand’s own size table instead of substituting a generic conversion. Women’s clothing, men’s tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

- Nordstrom: designer clothing conversion reference
- Maison Margiela: category-specific size guide
- Yohji Yamamoto: measuring garments

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