

ADVERTISING

## Valentino uses butterflies to push new camubutterfly collection

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*Valentino camubutterfly collection*

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By NANCY BUCKLEY

Italian fashion brand Valentino is blending butterflies together to create a brand new camouflage.

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The "Camubutterfly" line is part of the pre-fall 2014 collection and features multi-colored butterflies printed on clothing, handbags and shoes. The innovative and feminine take on an aged concept will likely spark interest among consumers.

"In past years, there has been a resurgence of camouflage in the fashion industry especially amongst more urban demographics," said Bill Aurnhammer, CEO of [Aurnhammer](#), New York.

"Over time camouflage has made its way back into high fashion, as we see with the Valentino butterfly collection," he said.

"Spinning a well-worn trend like camouflage can bring in a strong consumer base for this type of style and pattern."

Mr. Aurnhammer is not affiliated with Valentino but agreed to comment as an industry expert.

Valentino did not respond by press deadline.

### Fluttering garments

Valentino shared a video on its Facebook page titled “A Kaleidoscope of Butterflies.” Around the same time, the brand posted a new cover photo that is an image cluttered with butterflies with no explanation or words.

When a follower clicks play, the video opens larger on the screen and starts with Valentino written in white letters against a black backdrop. The simplicity rapidly changes as butterflies flutter into the screen and eventually cover the word.



### *Butterfly coat*

The insects then begin to duplicate and fly together to form a clutch. The butterflies continue to create different elements of the collection.

After the final dress, the butterflies lay still as the camera approaches the insects and Camubutterfly appears across the screen in white letters.

The 46-second video offers consumers a creative sampling of the pre-fall collection. The video was only posted on the brand’s Facebook and Web site.



### *Camubutterfly collection*

On the brand's Web site, the collection is displayed in standard online shopping format and in a slideshow. The creative slide display shows each piece against a busy, butterfly-filled background. The images are almost like a game of I-spy in that the objects are hidden among the butterflies.

The images and videos in the Camubutterfly campaign propose a new take on an old pattern and the use of the butterflies to present the collection is a clever way to integrate the collection's theme into advertising.

### *Fluttering fluidity*

The theme of a collection can spark a connection between the consumer and the pieces, enabling a collection to resonate more with the client. Other brands tend to stress themes.

For example, department store Fortnum & Mason rejuvenated interest in British bone china while celebrating Britain's heritage as a tea-drinking region with an exclusive teaware range designed by London-based designer Richard Brendon.

Mr. Brendon collaborated with creative consultancy Patternity, whose ideology is based on the notion that patterns connect individuals to each other and to nature. The parties involved in the exclusive collection aimed to help consumers reassess British bone china as a modern homeware with rich tradition ([see story](#)).

The butterfly pattern may connect the consumer with the collection or a memory or even nature. The video component of the Camubutterfly collection will further the connection. Fashion labels consistently play with colors in their new campaigns.

For instance, French leather goods and scarves maker Hermès pushed its race track-inspired porcelain tableware line Rallye 24 by integrating it in an online game.

The game was named after the new tableware collection that incorporates classic racing colors such as yellow, green, red, blue and black, as well as a curved graphic that represents the oval shape of a track. In the new game on Hermès' Web site, consumers can navigate around Rallye 24 items on a virtual track with their vegetable game piece ([see story](#)).

Visual connections between a collection's theme and the theme itself may assist in the

fluidity of the subject matter.

"With such a visually appealing design, there are several advantages to Valentino's butterfly collection video," Mr. Aurnhammer said. "It has intriguing elements that encourage social media sharing, which translates to Web site traffic and sales.

"In an age of technology and mobility, this is a great tool for company branding as user experience becomes increasingly crucial," he said. "On the downside, the video could have some more exciting mobile elements to it.

"If the butterfly collection's page and video on Valentino.com was more interactive, it may see more consumer engagement and traffic."

#### Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/5YgbIKWOdZI](https://www.youtube.com/embed/5YgbIKWOdZI)

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