

INTERNET

Valentino creates immersive brand experience for runway show live-stream

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Valentino Instagram image of show preparations

By STAFF REPORTS

Italian fashion label Valentino is giving consumers a complete brand experience through its runway show live-stream.

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As consumers wait for the show to start on Sept. 30 at 8:30 a.m. EST, they can view other brand content and scroll through Valentino's Instagram photos on the dedicated microsite. This will keep consumers on the live-stream site as they wait for the show to begin, while educating them on some of Valentino's other initiatives.

Pre-show entertainment

Valentino teased the show on social media, sharing images of bloggers in Paris fashion week and sending out a "personal invitation" to the show digitally.



Valentino digital invitation to live-stream

These posts include a link to the Valentino Live [microsite](#). Here, consumers can sign up for updates and download the Valentino app via a QR code.

In addition to the live-stream video, Valentino included some of its recent social films. "Logo-Go" shows the brand's brightly colored crossbody bags as art, popping up across the screen.

Embedded Video: <http://valentino.edge.iwebcasting.it/embed/>

Valentino live-stream

Another film featured is for Valentino's "Camubutterfly," which blends butterflies together to create a brand new camouflage.

The "Camubutterfly" line is part of the pre-fall 2014 collection and features multi-colored butterflies printed on clothing, handbags and shoes ([see story](#)).

Also included in the live-stream is a feed of Valentino's Instagram account, so consumers can see additional imagery of the show and the process leading up to the show. These posts can be shared on Facebook, Twitter or Weibo through buttons, spreading awareness for the brand through its fans.