

INTERNET

Valentino asks consumers to get drawing for user-generated content

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Mime collection

By SARAH JONES

Italian fashion house Valentino is reaching out to the artistically inclined with a call for illustration submissions from consumer fans.

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Luxury Daily

Valentino is teaming with blog Draw A Dot. for a social contest surrounding the spring season's Mime bag collection, with a grand prize of having a drawing featured on Valentino's Instagram. This different take on user-generated content rewards quality, enabling Valentino to potentially garner careful submissions and artwork.

"Draw A Dot. consists of fashion illustrators and viewers who appreciate fashion and arts," said Marcus Kan, founder and owner of [Draw A Dot.](#) "Through this open call, both the artists and viewers will have the chance to appreciate Maria Grazia Chiuri and Pier Paolo Piccioli's involvements in the arts sector."

Drawing room

Since contest details are being housed on Draw A Dot., rather than Valentino's own channels, the brand shared a link on its social accounts to make its own followers aware of the open call.

To enter, consumers need to create an illustration with Valentino's Mime bags as the central focus. They may incorporate other elements, such as apparel, as long as the handbag is visibly present.

The Mime handbags feature floral motifs, and have already been the subject of a kaleidoscopic imagery from the brand ([see story](#)).

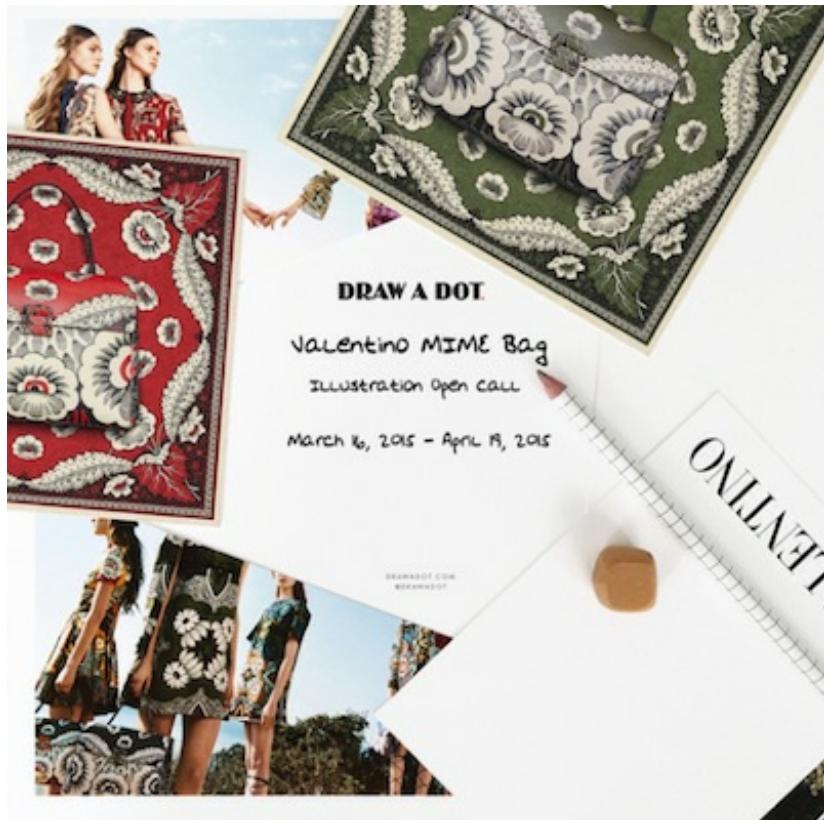
Embedded Video: <https://www.youtube.com/embed/z4GQUYwwFuQ>

Mime by Valentino Garavani

Consumers are asked to submit their completed drawing to an email address, including their name, Web site address and Twitter and Instagram handles. They are also told they should follow Draw A Dot. and Valentino on Instagram.

Entrants may only submitted once, and the limit may make consumers take time and care in their illustration, since judging is based on merit.

The competition, which opened March 16, will close April 19.



Promotional image for Draw A Dot. contest

From April 21-23, the top nine illustrations will be shared on Draw A Dot's Instagram, with three posted per day. Each of these will also get a dedicated post on the blog.

On April 24, the winner will be announced when Valentino shares their drawing on its Instagram account. This illustrator will receive a Mime bag, in addition to the social media publicity.



Valentino Mime bag

Following the announcement of the winner, Valentino will also post other entries on its Instagram in following days. Depending on the amount of high-quality submissions, the brand may make a Pinterest board or Facebook album to display a selection.

Before April 24, entrants are asked not to share their complete illustration on social media. Instead, they are encouraged to post teasers of their work in progress, tagging #DrawADotValentino, @MaisonValentino and @DrawADot.

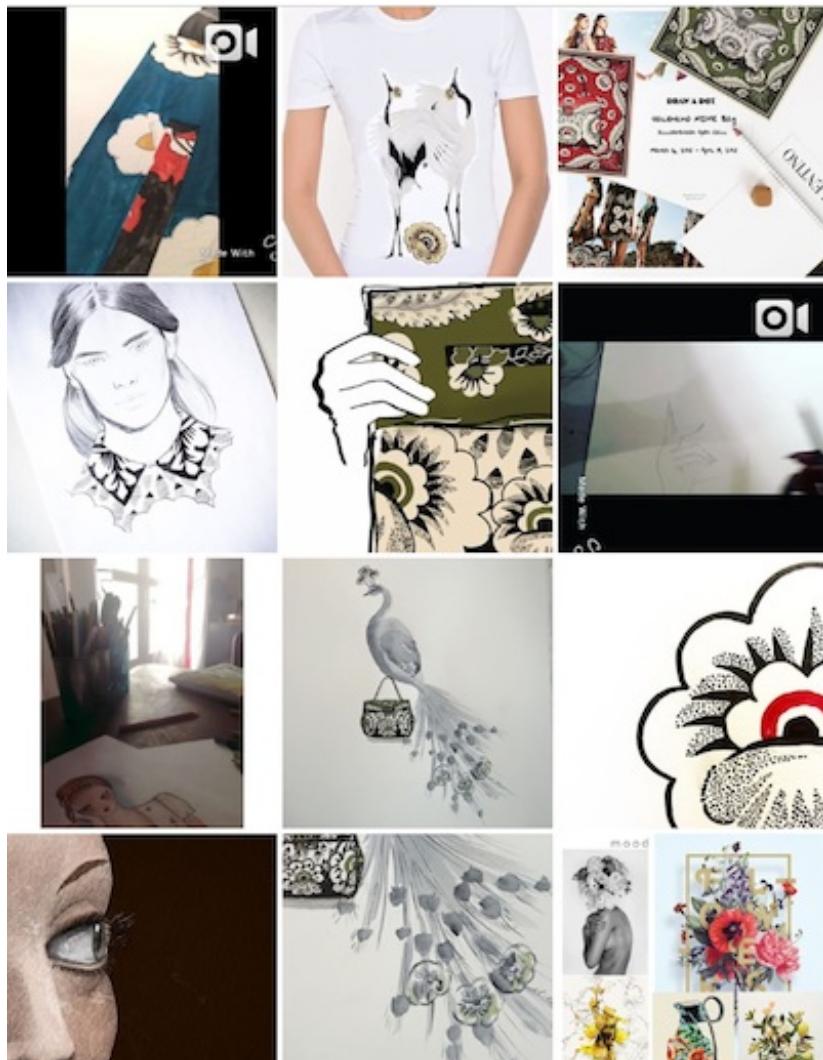
A number of consumers have posted videos of themselves sketching or partially completed illustrations so far.



#DRAWADOTVALENTINO



30 posts



Instagram posts tagged #DrawADotValentino

Talent search

Valentino has previously shown its dedication to the art of fashion illustration.

Fashion illustrations, once the cornerstone of print ad campaigns for apparel brands, are making a comeback in digital form on social media courtesy of a number of fashion brands.

Italian fashion houses Armani and Valentino enlisted artists to sketch a featured product for them, and then posted the drawings to their Facebook pages as an album. Since this type of fashion imagery is not as common in the age of Instagram, the photo sets stand out on social media ([see story](#)).

Asking consumers to get show off their creativity through a contest can bring new aspects of a brand to light.

Toyota Corp.'s Lexus is hosting a talent show of sorts with "The Tonight Show Starring Jimmy Fallon" to find the best rapper.

Lexus asked consumers on social media to “show ‘em what you got” for the chance to win a Lexus NX F Sport model by uploading a rap song to Vine. This initiative’s use of the video sharing application will likely appeal to millennial consumers familiar with the app, and interested in Lexus’ models ([see story](#)).

For Valentino, this social contest enables it to showcase additional visuals of its handbags, while potentially reaching artistic individuals outside of its typical followers.

"It means a lot to illustrators for being recognized by Valentino," Mr. Kan said. "Illustrators are constantly trying to use drawings to communicate with the luxury brands. So when brands give these illustrators 'likes' on instagram, that instantly becomes a validation to their careers.

"One of the main reasons for me to create Draw A Dot. is to gather talents in the fashion illustration world and give them the exposure they deserve."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/pPY0koHhEGc>

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