

INTERNET

## Valentino shows passion for art with bohemian romantic campaign

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*Video still from Valentino's L'Amour campaign*

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By SARAH JONES

Italian fashion house Valentino is taking consumers on a “fantastical journey” for the launch of a capsule collection with artist Giosetta Fioroni.

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**Luxury Daily**

To promote the L'Amour collection featuring camouflage heart printed attire and accessories, Valentino kept to a romantic theme, filming a fairytale social video taking place in a forest of cutout trees. This campaign is a slight diversion from what consumers would expect from the brand, which may help get attention for the capsule.

"This is very unexpected for Valentino, but yet again the brand has been very unexpected in the past few years with the chic urban vibe it's been putting out there," said Rony Zeidan, president and creative director of **RO NY**, New York.

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

**Valentino** was unable to comment directly before press deadline.

Falling in love

Valentino's L'Amour is being sold in stores globally, including a dedicated space in Dover Street Market in New York from May 1-13.

For fall, Valentino creative directors Maria Grazia Chiuri and Pierpaolo Piccioli were inspired by women such as Celia Birtwell, Gloria Vanderbilt and Ms. Fioroni, known for their unconventional choices and imaginations. The collection, intended to embody a free-spirited romanticism, includes shoulder bags with heart clasps, sandals with heart-shaped bands and apparel and shoes crafted out of Ms. Fioroni's heart print.



*Model wearing Valentino's L'Amour collection*

To celebrate the launch, Valentino created a social film that tells a tale within a magical forest.

At the beginning, a cartoon heart appears and grows into a tree. Throughout the film, the trees, stars and other natural elements within the scenes throw, bounce and carry the accessories.

In one clip, a pair of otherworldly eyes cry and the tears produce a dress and shirt from the collection. The 47-second animated film ends with the image of a scarf inscribed with the phrase “your eyes are the eyes of a woman in love.”

Embedded Video: <https://www.youtube.com/embed/uE4MzkPiT9E>

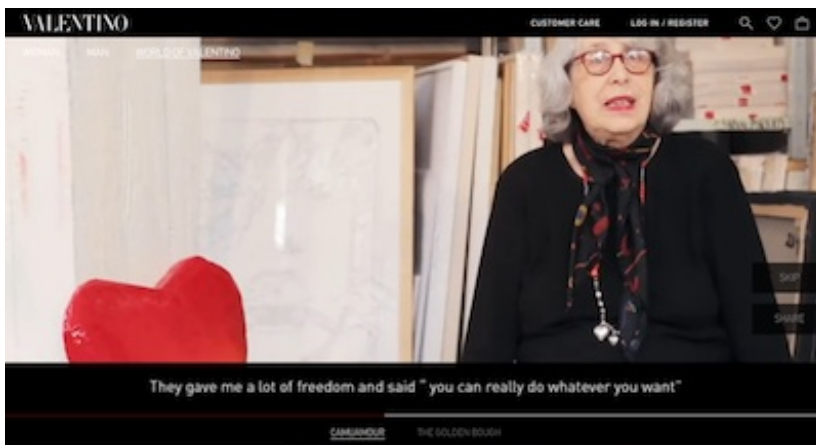
## *Valentino L'Amour capsule collection fall 2015*

On Valentino's Web site is a takeover of L'Amour, with Ms. Fioroni's "camuamour" prints filling the page.

Here, consumers can explore more about the inspiration behind the collection by watching a video interview with the artist.

Seated in her studio, Ms. Fioroni shares how she and the Valentino creative directors first met, when the designers were using the artist's costumes from a 1967 production of Carmen as the inspiration for a collection. As her answer continues in voiceover, she pulls sketches of costumes out of a drawer to show the viewer.

Ms. Fioroni also tells that the Valentino designers gave her a lot of creative freedom, and explains her longstanding passion for a heart motif, which is shown in examples of her previous work.



### *Screenshot of Valentino Web site*

Within this same section of the site, consumers can "enter into the unconventional world" of the artist through a series of films she made for the house.

Told through actors' movement and handwritten narration, "The Golden Bough" presents the story of Diana and a king, with surreal and magical themes.



### *The Golden Bough*

The films use Valentino's fall/winter 2014 ready-to-wear collection prominently, with

accessories used as props and figurines dressed in garments from the season.

### Artistically inclined

Valentino has previously shown its affinity for art by reaching out to the artistically inclined with a call for illustration submissions from consumer fans.

The brand teamed 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 ([see story](#)).

Valentino frequently finds new ways of animating its products in promotions.

The label blended butterflies together to create a brand new camouflage.

The "Camubutterfly" line was 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 Valentino's promotions for the Camubutterfly line, the winged insects spring to life ([see story](#)).

"This capsule is whimsical, yet refined, and showcases a sense of humor in the brand, so why not showcase the collection in a 2D animated cartoon?" Mr. Zeidan said.

"Providing an unexpected tool of communication will create a buzz, so let's see if this one works," he said.

### Final Take

*Sarah Jones, staff reporter on Luxury Daily, New York*

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