

INTERNET

Valentino illuminates collection inspiration in astronomical film

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Valentino fall/winter 2015 look

By STAFF REPORTS

Italian fashion label Valentino is taking consumers to outer space to immerse them in its new collection featuring star, constellation and planetary prints.

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The brand's short film delves into the cosmic inspiration of Valentino creative directors Pierpaolo Piccioli and Maria Grazia Chiuri for fall 2015. For Valentino, this video both informs and inspires, placing the product in a surreal setting that elevates it beyond just handbag or scarf.

Starry eyed

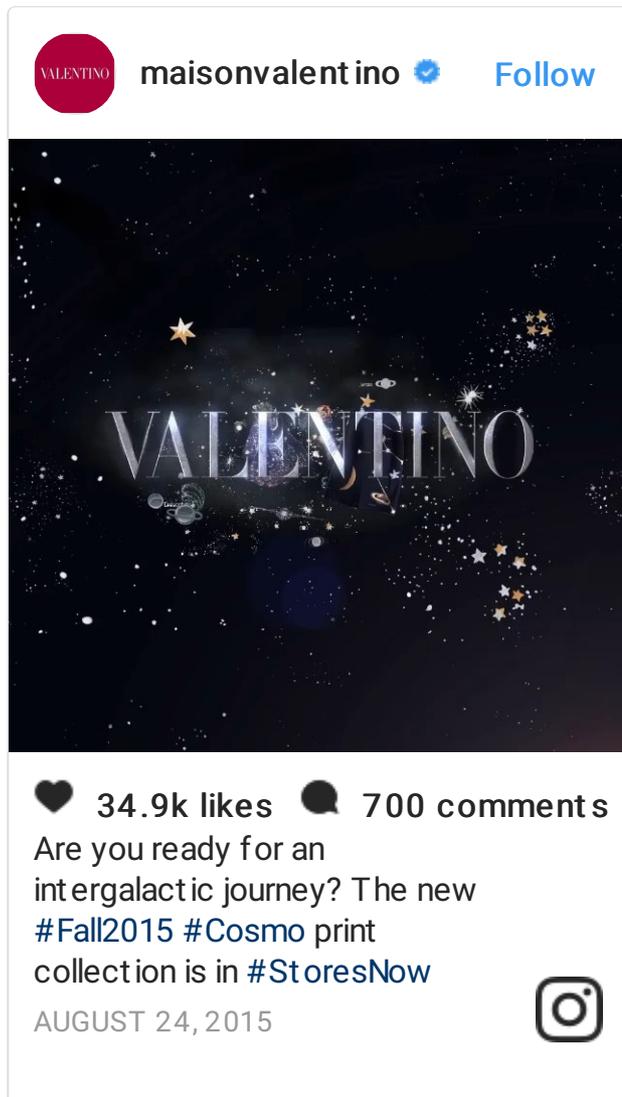
As of press time Valentino's film was only viewable on its ecommerce site. When navigating to Valentino's homepage, the consumer sees the message "Let your dress be your destiny, planets and stars are the main protagonists of a cosmo dress revolution."

From here, they are invited to "explore the collection." The landing page includes both the video and a link to shop directly, giving the consumer the option of a longer or shorter purchase path.

The video takes consumers on a continual flight through an illustrated version of space

past figures such the Little Dipper and Jupiter. Along the way, handbags, dresses and scarves from the collection appear as cosmic items themselves, drifting as if an asteroid or sitting as a constellation themselves.

At the end, the Valentino name breaks apart into pieces.



Valentino frequently turns to film to help provide an inside look into the concept behind its collectons.

For instance, the house wove a mystical backstory for items from its pre-fall 2015 collection with an enchanted storybook-inspired video.

The brand's film highlighted the "magical combination" behind its Camugarden array of apparel and accessories developed alongside textile artist Celia Birtwell, who created floral prints that garnish the items from the line. Creating a fantastical video around this collection enabled Valentino to mirror the charmed origins of the pieces ([see story](#)).