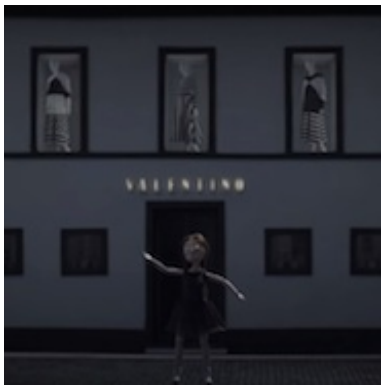


INTERNET

## Valentino pulls strings to whimsically promote fall collection

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*Still from Valentino's film*

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By FORREST CARDAMENIS

Italian fashion label Valentino is promoting the desirability of its fall/winter 2015-2016 collection with a puppetry video posted to Facebook and YouTube.

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**Luxury Daily**

The video, directed by Edoardo Natoli, depicts a woman who comes upon a locked Valentino store but is so enthralled by the merchandise she can see in the window that she opines for it until the doors finally open, allowing her to shop to her heart's content. The creative and humorous video may strike a chord with viewers and entice a closer look at the brand's merchandise.

"Digital marketing is all about grabbing users' attention within a few short seconds," said Romey Louangvilay, chief curator & director of digital marketing at [Curate Directive](#), New York. "[This technique] is a way to do just that since few corporate brands use it. The videos are humorous and tell a really good story where it doesn't take itself too seriously.

"This hasn't saturated the luxury market like other tactics have, so this is something fresh and will grab viewers. Judging from the comments on the YouTube video, it's getting positive feedback from their fan base."

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

Valentino did not respond by press deadline.

Puppet power

At the start, the brand's name is depicted and then torn away to the opening notes of Johann Strauss II's "Blue Danube" as the camera reveal a storefront and the unnamed woman. The camera zooms in on letters on the storefront, which light up, but then pans down to the doors to reveal a "Closed" tag between them with the blurry outline of the woman standing in front.

Embedded Video: <https://www.youtube.com/embed/-oOEbc1VWPE>

*Valentino fall/winter 2015-16 / Black and White*

The camera simultaneously pulls out and re-focuses, shifting the emphasis from the closed store to the consumer. There is a cut, at which point the woman is seen standing further away, and, perhaps distraught over the store not being open, drops her drink on the concrete.

However, an eye-level window display lights up, drawing her attention to the black-and-white striped goods inside it. Another window containing a black-and-white striped handbag lights up, so the woman moves to inspect it, only to have the lights shut off.

After a brief moment, the windows further up the wall light up, revealing three outfits, also in black-and-white and in striped, checkerboard and other patterns, which the girl repeatedly jumps up and down to see to the tune of Strauss' waltz. She retreats slightly, but as she lifts her arms, all of the windows light up.



*Valentino black and white minaudière*

The woman again tries desperately to look at the merchandise and enter the store, even attempting to scale the storefront, but her efforts are to no avail. Frustrated and out of ideas, she aimlessly roller-skates in circles and sits down beside the door.

The sun appears to come up and the doors are suddenly unlocked, at which point the woman enters and emerges moments later with her arms weighted down by bags. As she takes off on her skates, the camera cuts again to an aerial view, revealing the word

“Valentino” etched into the ground from the skates.

Although the video does not show many of the brand’s products in detail, it does establish the collection’s theme in showing black-and-white merchandise and in the film’s muted colors, from which only the brand’s red handbags stand out.



*Valentino black and white long dress in silk georgette*

Additionally, the video’s endearing qualities may build rapport among viewers, which will reflect positively on Valentino. Comments on the video are split, however, with some applauding the style and creativity but others questioning the execution.

"Videos like this are just another form of how the brand chooses to connect with its fans, and having the product not fully visible is fine, as it appears that the objective was to engage and inspire consumers to continue searching for the collection," Mr. Louangvillay said. "It's a way to build excitement for it without being too obvious."

#### Brand building

Valentino has previously used creative videos to promote its latest collections.

Last month the brand took consumers to outer space to immerse them in its new collection featuring star, constellation and planetary prints.

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 ([see story](#)).

Other apparel and accessories brands have also recently deployed videos that seem primarily designed to increase brand visibility.

For example, French footwear maker Berluti is raising awareness with a personality-

driven short film and an accompanying #ShoeCheck campaign.

The video entitled “Rendez Vous Au Club Swann” and billed as “a story about shoes and friends” consists largely of shots of the brand’s footwear. The video, along with other efforts on the brand’s #ShoeCheck Web page are part of a larger branding campaign aimed at increasing visibility ([see story](#)).

"Valentino is one of the most popular brands in this industry and they continue to be a fashion-first brand," Mr. Louangvillay said. "At the root of the brand, it continues to redefine what people perceive as sexy. The video is an extension of that.

"Few brands, let alone luxury brands, have used [this technique] in their marketing. It is normally viewed as satirical but Valentino makes it more premium with their storytelling."

Final Take

*Forrest Cardamenis, editorial assistant on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/YQP6uuwYj-w>

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