

ADVERTISING

Valentino highlights heel versatility in magician-themed video

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Love Latch heel by Valentino

By STAFF REPORTS

Italian fashion label Valentino is reinforcing the elemental role accessories play in fashion through a new social video promoting its Love Latch shoe.

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Brand designers Maria Grazia Chirui and Pierpaolo Piccioli often use accessories efforts to express the values of the Valentino house through the use of social prompts such as film. This tactic is appealing to established Valentino consumers, but may be more impactful for aspirational consumers due to the entry-level price point of accessories and footwear.

Unlocked

The Love Latch design is “the shoe of the season” characterized by multiple straps with micro eyelets for an edgy look. The style of shoe is available in different heel heights and colors, including black, white and red.

In the video shared to social media, a golden hutch is opened to reveal the Valentino logo, which fades to show a pair of black Love Latch heels standing atop of a box surrounded by mirrors. The model, seen from the shins down, then kicks a foot to

transport herself to the inside of an elevator. As she tap dances, mirrors in the compartment infinitely reflect her Love Latch heels.

The 30-second clip continues with shoes dangling from a golden moon before kicking, stomping and swinging to demonstrate to the viewer the various options the Love Latch heels are available in.

Valentino also offers its followers a link to its YouTube channel, where the full version of the Love Latch video can be viewed. The longer edit of the film has a more Las Vegas magician feel to it than what is seen in the shorter clip, with dancing dice and a glittering showgirl atmosphere created.

Embedded Video: <https://www.youtube.com/embed/pWMcZKID660>

Love Latch by Valentino Garavani

Neither Valentino's Facebook account nor YouTube channel provides consumers with an option for purchase. The heels retail for \$995 while a flat version is priced at \$975.

Accessories are at the heart of many of Valentino's video efforts shared to social media. For instance, Valentino pushed the then-new Tan-go shoe collection in a "The Wizard of Oz"-themed video featuring its sparkling red heels.

The "Sparkling Red Explosion" campaign for the Tan-go shoes was promoted on Valentino's digital platforms including social media, email and the homepage of its Web site. The label was likely to attract consumer attention by incorporating a well-known and playful theme into the campaign ([see story](#)).

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