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Valentino invites consumers behind-the-scenes through Snapchat

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Promotional image for Valentino spring/summer 2016 runway show

By STAFF REPORTS

Italian fashion label Valentino is giving consumers an inside look at the atmosphere leading up to its spring/summer 2016 runway show Oct. 6 through Snapchat.

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Before the models strutted down the runway, the brand used social media to share the perspectives of some of its friends who would be in attendance, from brand ambassadors to fashion bloggers. Valentino's Snapchat effort blends the brand's voice with those of personalities likely well-known to its fashion-savvy audience, providing multiple takes on the same event.

Backstage pass

Brand ambassador Carlos Souza stands in front of a fireplace at the Valentino headquarters in Paris, speaking directly to viewers about the live streaming.

Fashion blogger Eleonora Carisi says she feels angelic at the Valentino atelier, and the Valentino social media team gives her a halo special effect as she talks.

On Instagram, Valentino shared a photo from Bryanboy, showing his constellation-adorned suit jacket from the brand along with his invitation to the show.

Valentino's runway show will kick off at 8:30 a.m. EDT.

Snapchat has become the preferred channel for brands looking to speak directly to their most loyal fans, especially around a main event such as a fashion show.

Fashion brands embraced Snapchat during the fall/winter 2015 season to give their consumers secret insider content, providing more access to the inner workings of putting on a runway show.

Michael Kors and Valentino were among the brands that took advantage of the application's ability to share fleeting glimpses of personal moments, inviting them into a community. Snapchat users tend to skew younger, opening up labels to a new generation of consumers ([see story](#)).

Also, during London Fashion Week, British fashion label Burberry teamed up with Snapchat to give the platform's users an exclusive first look at its spring/summer 2016 runway collection the night before it debuts.

The first "Snapchat Show" aired on Sunday, Sept. 20 at 7 p.m. BST, showing the line as last-minute tweaks are being made at the house's design studio. Creating a layer of exclusivity, the preview was only available for 24 hours following its airing, forcing interested consumers to tune in quickly ([see story](#)).

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