

ADVERTISING

## Valentino strolls the streets of Rome with “Donna”

October 13, 2015



*Valentino Donna bottle*

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By STAFF REPORTS

Italian fashion house Valentino has captured its Roman raison d'être in the form of its latest fragrance, Valentino Donna.

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Valentino Donna is the feminine version of the male cologne, Valentino Uomo, which debuted in 2014 after a lengthy campaign reveal ([see story](#)). Valentino describes the scent as being without provocation, but with "a hint of elegance, fragility and irreverence" connecting the Valentino Donna fragrance to the brand's ideal consumer.

### Belladonna

According to fragrance community Fragrantica, the new Valentino Donna scent is a smooth chypre floral, meaning it is characterized by citrus top notes and mossy base notes. Created by perfumers Sonia Constant and Antoine Maisondieu, Valentino Donna includes notes of Italian bergamot, Bulgarian rose, iris absolute, patchouli, leather and vanilla.

The scent is housed in a feminine version of the Valentino Uomo bottle, which is a thick glass decanter with studded elements. To feminize the bottle, Valentino is using a pink-hued glass rather than the blue-black color of the male version.

To market Valentino Donna, the house's creative directors Maria Grazia Chiuri and Pierpaolo Piccioli filmed a campaign effort that brings actress strid Bergs-Frisbey to the heart of Rome.



*strid Bergs-Frisbey for Valentino Donna*

Directed by Louis Garrel, the Valentino Donna film begins with a panoramic shot of Rome at night. As Ms. Bergs-Frisbey walks through a dark and quiet piazza, a narrator muses about a nearby restaurant that may no longer be open.

Ms. Bergs-Frisbey continues to walk with determination through alleys and streets in Rome. The narrator continues his monologue by saying that "the last time [he] saw her she was exactly the same."

He continues wondering if Ms. Bergs-Frisbey is the same woman because he recognizes her and says he knows who she is, claiming that he would know her even with his eyes closed. In the next scene, the unseen narrator tells Ms. Bergs-Frisbey to not turn around, making it clear that he has been following her movements through Rome, as catcalling is a common occurrence in the city.

Eventually, Ms. Bergs-Frisbey stops in front of a door, with metal studs similar to the Valentino Donna bottle. The narrator then asks for her name, causing the actress to laugh before opening the door and saying, "If you know me, then you know my name."

The video ends as she closes the door and a still of the Valentino Donna bottle and logo appears on the screen.

**VALENTINO DONNA** "I belong to me," says the Valentino woman, whose allure is complex yet crystalline. There is no provocation here, just a hint of elegance, fragility and irreverence. To interpret the new fragrance of the Maison "Valentino Donna" Creative Directors, Maria Grazia Chiuri and Pierpaolo Piccioli, chose the young actress strid Bergs-Frisbey who was directed by Louis Garrel, in a short film while walking in the heart of the Eternal city, Rome the raison d'être of Valentino's spirit. Discover this new chapter of our fragrance repertoire here:  
[m.valentino.com/go/ztcgdc](https://m.valentino.com/go/ztcgdc)

Posted by **Valentino** on Monday, October 12, 2015

On Valentino's Web site, the consumer can explore the campaign further through a image gallery with stills of Ms. Bergs-Frisbey, sections dedicated to Valentino Donna's ingredients and products in its range.