

MULTICHANNEL

Valentino selects Goop for first celebrity-backed capsule collaboration

November 23, 2015



Promotional image seen on Goop's Instagram

By STAFF REPORTS

Italian fashion house Valentino is setting up shop with Gwyneth Paltrow-owned lifestyle brand Goop for the holidays.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

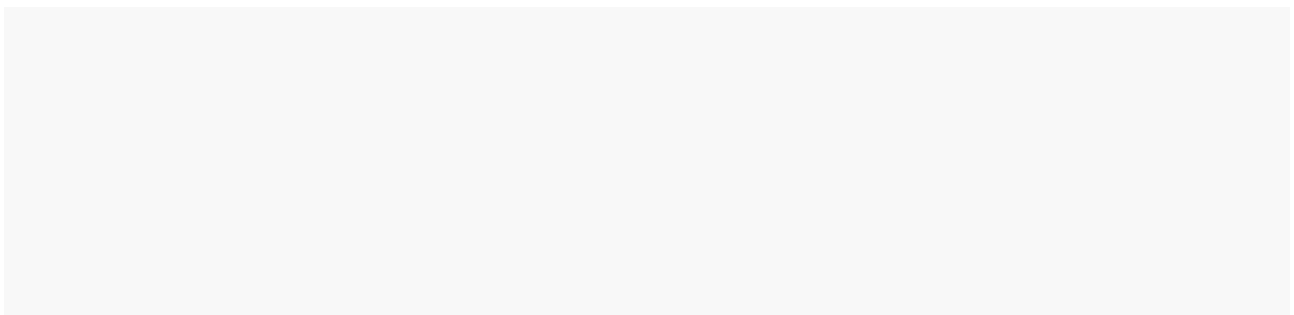
Valentino's involvement with the New York Goop Mrkt marks the first time the house has collaborated with a celebrity on a capsule collection. Opened as of Nov. 23, the Goop Mrkt offers consumers an edited version of the Wonder Woman-inspired collection designed by Valentino and Ms. Paltrow.

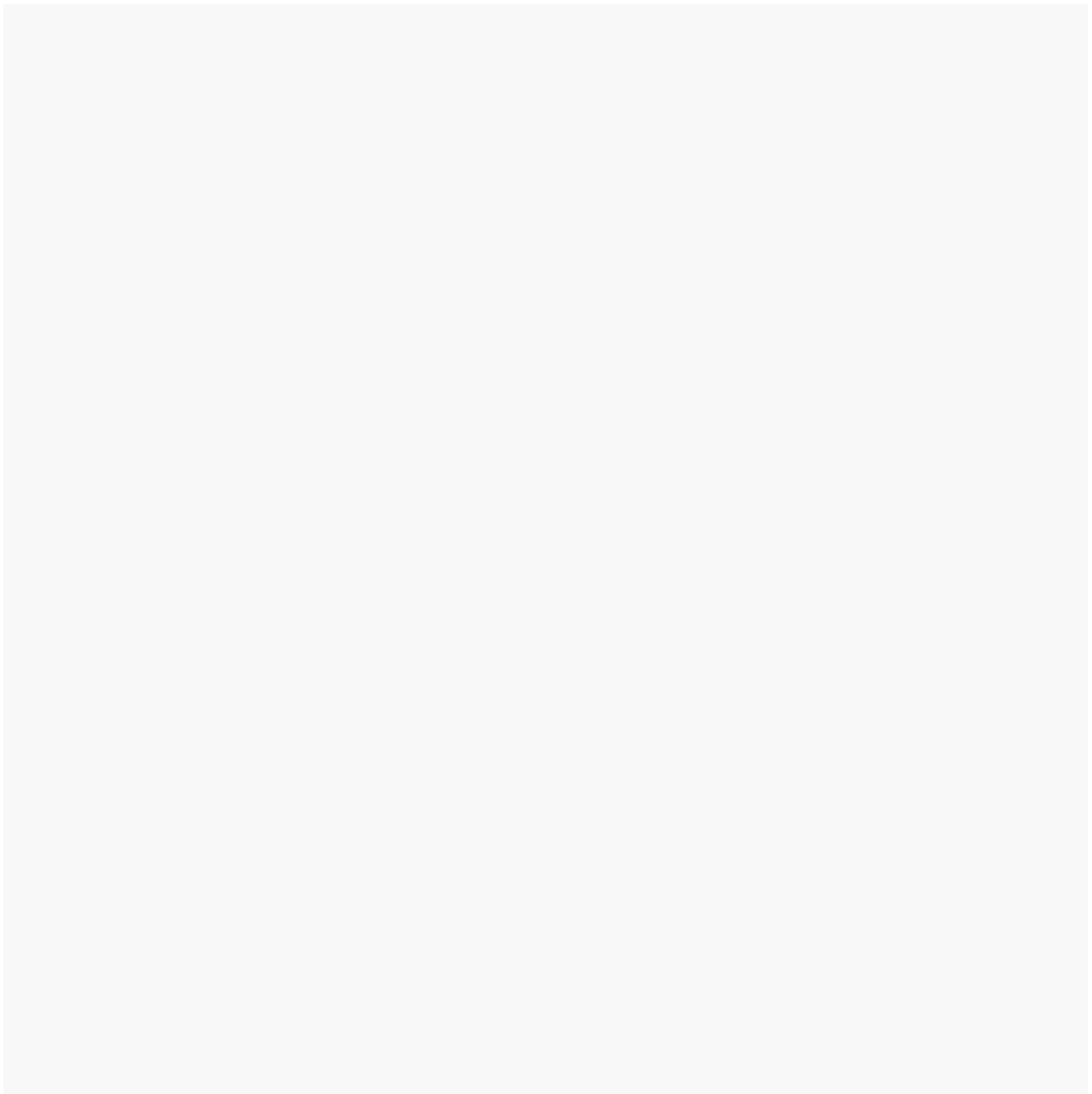
Get gooped

The 24-piece "Wonder Woman" Valentino capsule includes apparel and accessories that give off a "rocker" vibe. For example, [WWD](#) describes a leather jacket embellished with glittery gold stars, studded embroidery and a falcon motif, which appears across the pieces.

Goop's Valentino pieces are a preview version of the full Wonder Woman collection that will hit the luxury brand's boutiques this April. Prices range from \$10,500 for the aforementioned leather jacket, a tulle gown marked for \$8,900 and sneakers retailing for \$1,075.

Open between Nov. 23 and Dec. 24, the Goop Mrkt is located at the Time Warner Center near Central Park. While this is the first Goop Mrkt set up in New York, the lifestyle brand has previously operated pop-ups in Dallas, Chicago and Los Angeles.





It's official: #valentinoxgoop #goopmrkt

A photo posted by goop (@goop) on Nov 19, 2015 at 5:15pm PST

Beyond the Valentino capsule, the Goop Mrkt will also sell items from Nili Lotan, Carven, Stella McCartney, Kjaer Weis, Juice Beauty and Staud. In addition, the pop-up will also offer products by Goop partners including SmartWater Sparkling, Lands' End, MasterCard, Reebok, Carbon38 and Dewar's.

Expanding its offerings, the pop-up's interiors, curated by Best & Co., including furniture and decorative items, will be available for sale. These items are sourced from Roman and Williams, Argosy, de Gournay, Les Looms and Charles de la Puente Antiques.

For consumers who are unable to make the pop-up in person, the items seen in the temporary storefront are available on the Goop Web site.

The Goop Web site also hosts the brand's annual gift guide. Items seen include an Hermès mahjong set priced at \$46,000, \$125,000 golden dumbbells, \$40,000 speakers by Bang & Olufsen and humorously, a vintage ball and chain listed for \$1,500.



Goop is a take on Gwyneth Paltrow's name

Founded in 2008, Ms. Paltrow's Goop has worked with brands such as Michael Kors on capsule collections, whose founder is a close friend of the actress.

The Michael Kors collection for goop consisted of 18 ready-to-wear pieces and accessories, including watches and shoes.

Mr. Kors and Ms. Paltrow collaborated on three unique pieces. Two were charcoal grey sweaters, one with a geometric peplum and the other an open front cape. The third piece was a classic black peacoat ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.