

INTERNET

Valentino proves couture is in its jeans through craftsmanship film

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Valentino men's denim collection

By SARAH JONES

Italian fashion house Valentino is demonstrating that its hand workmanship extends to all categories by highlighting the process behind its denim couture collection for men.

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In a short film played across its social channels and on its Web site, Valentino captures every step in the making of a jacket from the collection. Giving consumers this behind-the-scenes look may help to differentiate Valentino's denim from other garments made of similar fabrications and justify the pieces' price points.

"The history of denim is an interesting one and for many of us that are used to seeing this worn day to day, we see it as an essential and casual go-to," said Kimmie Smith, co-founder/creative director of [Accessory2](#), New York. "The fact of the matter is denim, like many materials, can also have the same craftsmanship and couture qualities to it as other fabrics that are seen as special fibers.

"Showing the video also reminds people that garments don't just exist as they are in stores, they take time," she said. "There is a pattern, attention to detail and a person works within a team of people where each piece is meant to be in a collection although can be individual worn as you see fit."

Ms. Smith is not affiliated with Valentino, but agreed to comment as an industry expert.

Valentino was unable to comment directly before press deadline.

By hand

In a video introduction posted to social media, the brand explains that denim is a "democratic and everyday material," but in the hands of its seamstresses and tailors, it is transformed. The Valentino denim for spring/summer 2016 has details such as contrasting stripes.

Beyond the traditional jeans, the brand has created items such as blouson shirts, overalls and jackets, as well as sneakers and a backpack in a camouflage print.



Valentino backpack

Valentino's video takes place entirely at its Roman atelier. After setting the scene by showing the view out the window, Valentino takes consumers inside the workshop.

The camera follows behind as a single tailor dressed in a white lab coat carries a bolt of fabric past his colleagues, who are working on garments more typically associated with couture, such as gowns.

Interspersed with these shots are brief glimpses at the painted ceiling above the artisans, making a connection between both traditional skilled crafts.

Juxtaposing old and new, the camera then cuts to an inspiration board featuring black-and-white and color photography.

The tailor rolls out the denim, marking the fabric with chalk according to the pattern. He cuts, pins and sews the jacket together by himself, showing that it never leaves his hands.

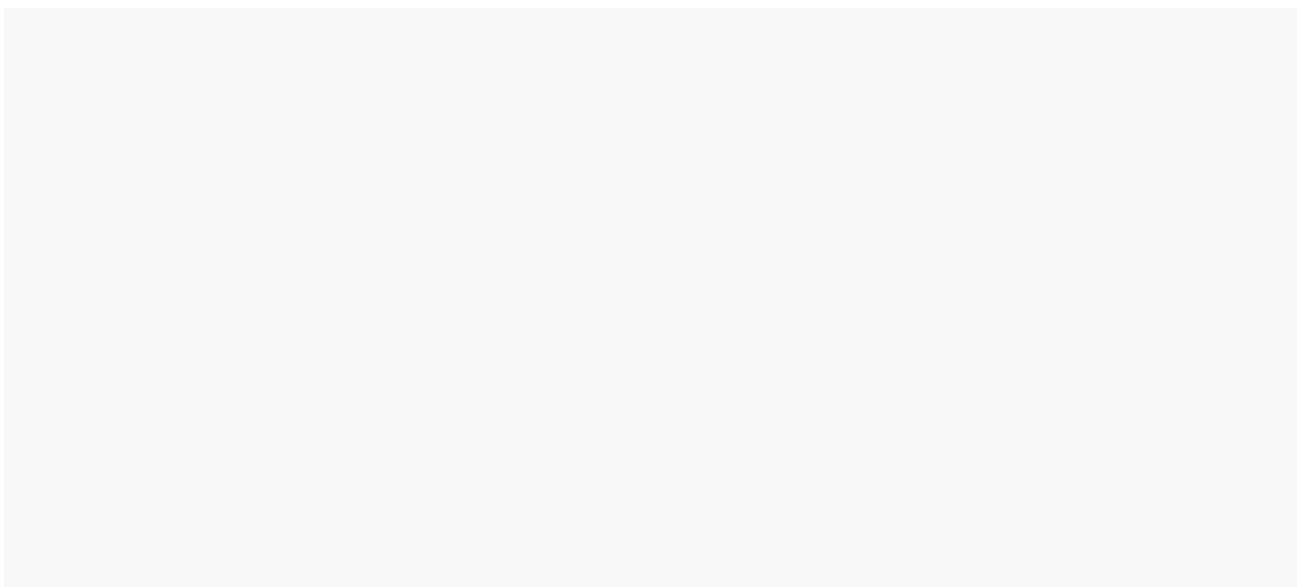
Valentino Denim Couture

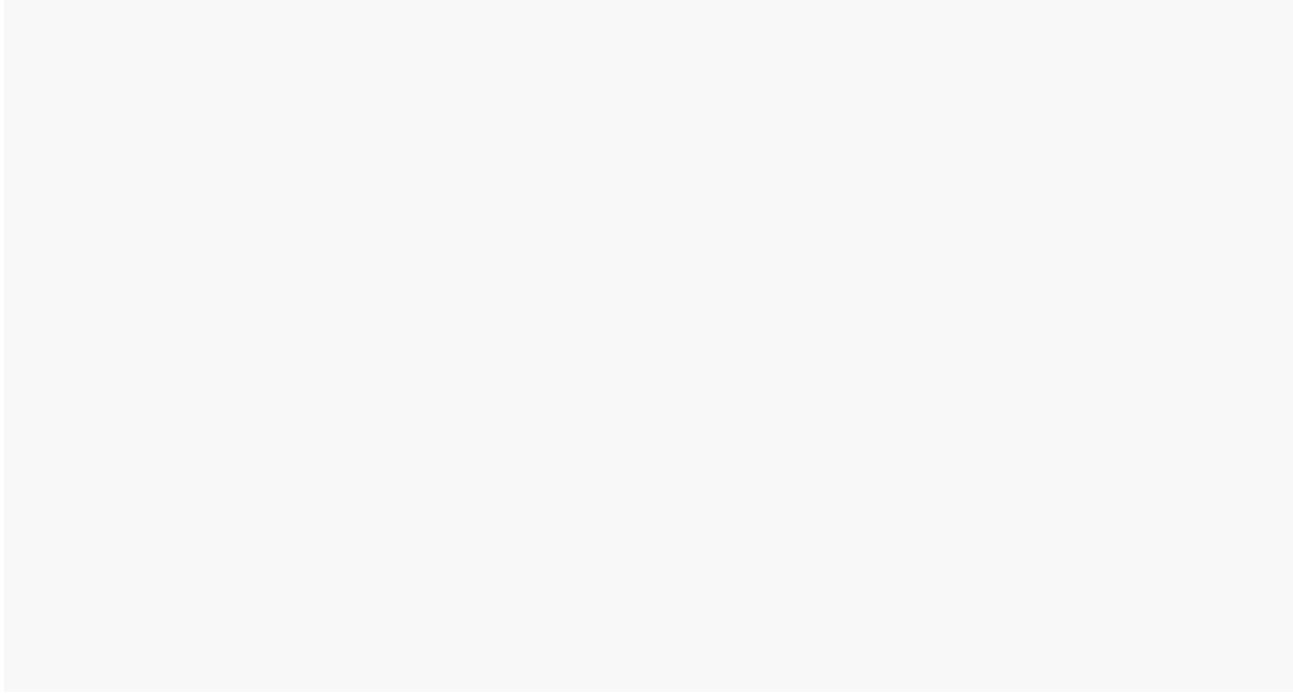
Final touches are then added, including a hand-sewn red border detail on the buttonholes. The finished jacket is then placed on a mannequin, allowing the viewer to see the finished product.

"The film showcases Valentino as a thoughtful, modern and inspired fashion brand," said Jim Gentleman, senior vice president of account management and strategy, [SK+G](#), Las Vegas. "It provides a behind-the-scenes glimpse of the brand's handcrafted quality.

"The Valentino brand is powerful on its own, but a branded content piece like this is likely to be positively received and perhaps even shared by well-heeled consumers looking to make a statement with denim fashion this year," he said. "It helps keep the Valentino brand on the forefront of fashion trends."

In addition to the craftsmanship film, Valentino shared two animations on Instagram that highlight design details in the denim collection. For instance, in one the sleeves of a jacket roll up to reveal the striped lining.





Men's denim never looked so good. #denim #lovers

A video posted by Valentino (@maisonvalentino) on Dec 7, 2015 at 1:31am PST

"The House of Valentino is an esteemed house with a distinct point of view," Ms. Smith said. "There is the feeling that any item that is created there is not only worth noting but will be a cut above what you would find within a mass retailer.

"Those who enjoy the house and wish to explore wearing this creation will be interested," she said. "Those who are a fan and very particular about their denim may not know that this is an option and have an interest in wearing this as well."

Denim decoded

As consumers become increasingly comfortable investing in denim, luxury brands are looking to win their business with upscale jeans.

Tom Ford recently launched a denim line for men, and labels including Valentino and Berluti enable male consumers to visit their stores to have custom jeans made to measure. What was once considered a utilitarian item is now looked to for a fashion statement, and brands that might not typically be associated with jeans are getting on board ([see story](#)).

"As a brand, Valentino is a red carpet staple but it is also meant to be worn everyday for the lifestyle that you happen to live in," Accessory2's Ms. Smith said. "They will continue to keep an eye on what is trending as well as an essential within the marketplace as any segment could be a potential opportunity. The denim category has proven that it is a mainstay that can truly be viewed in various ways."

Craftsmanship videos are common among luxury brands, but they serve a strategic purpose when promoting unexpected categories.

French apparel brand Christian Dior is assuring consumers that its dedication to craftsmanship extends beyond its fashions and handbags.

The item in question is Dior's new line of athletic footwear, the Dior Fusion sneaker, from the fall/winter 2014-2015 collection. By showing consumers the work involved in its creation, the asking price for the sneaker is more justifiable after watching the artisan's labor from sketch to final product ([see story](#)).

"The Valentino film helps validate the craftsmanship and quality of its denim couture collection," SK+G's Mr. Gentleman said. "This 'peak behind the curtain' approach provides a human touch, making the Valentino brand more accessible to consumers while still maintaining a level of aspiration and prestige."

Final Take

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