

INTERNET

Valentino taps artists to draw attention for runway show live stream

March 8, 2016



Invitation to Valentino fall/winter 2016 runway show

By STAFF REPORTS

Italian fashion house Valentino is counting down to its fall/winter 2016 runway show on March 8 with the help of a bevy of illustrators.

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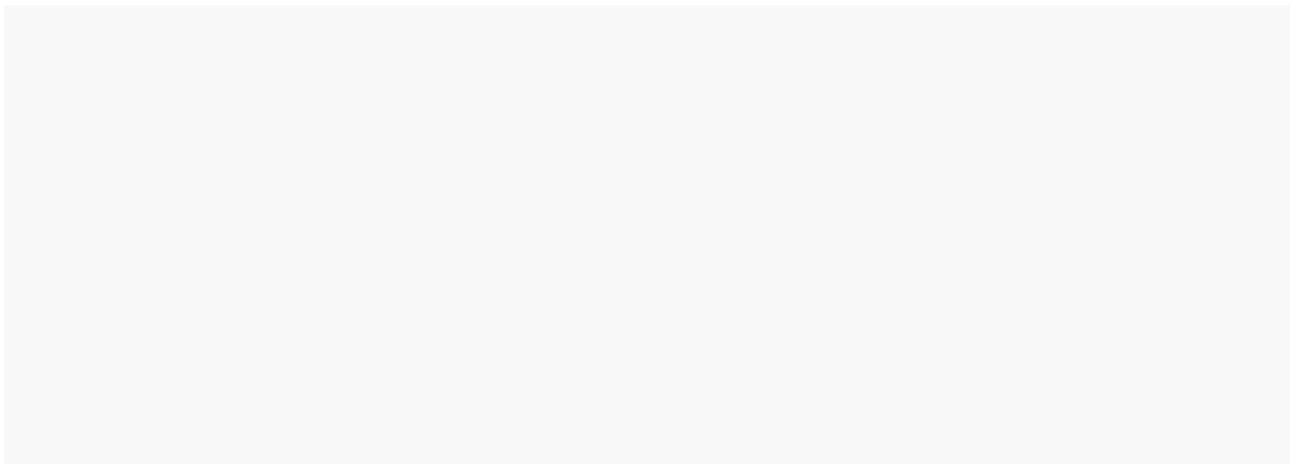
A few weeks before the show, the label put out an open call for drawings on illustration Web site Draw A Dot, asking artists to sketch their interpretation of the upcoming show. The top submitted work was then featured on Valentino's Instagram account for almost a week leading up to the live-streamed event, acting as additional teasers for the show.

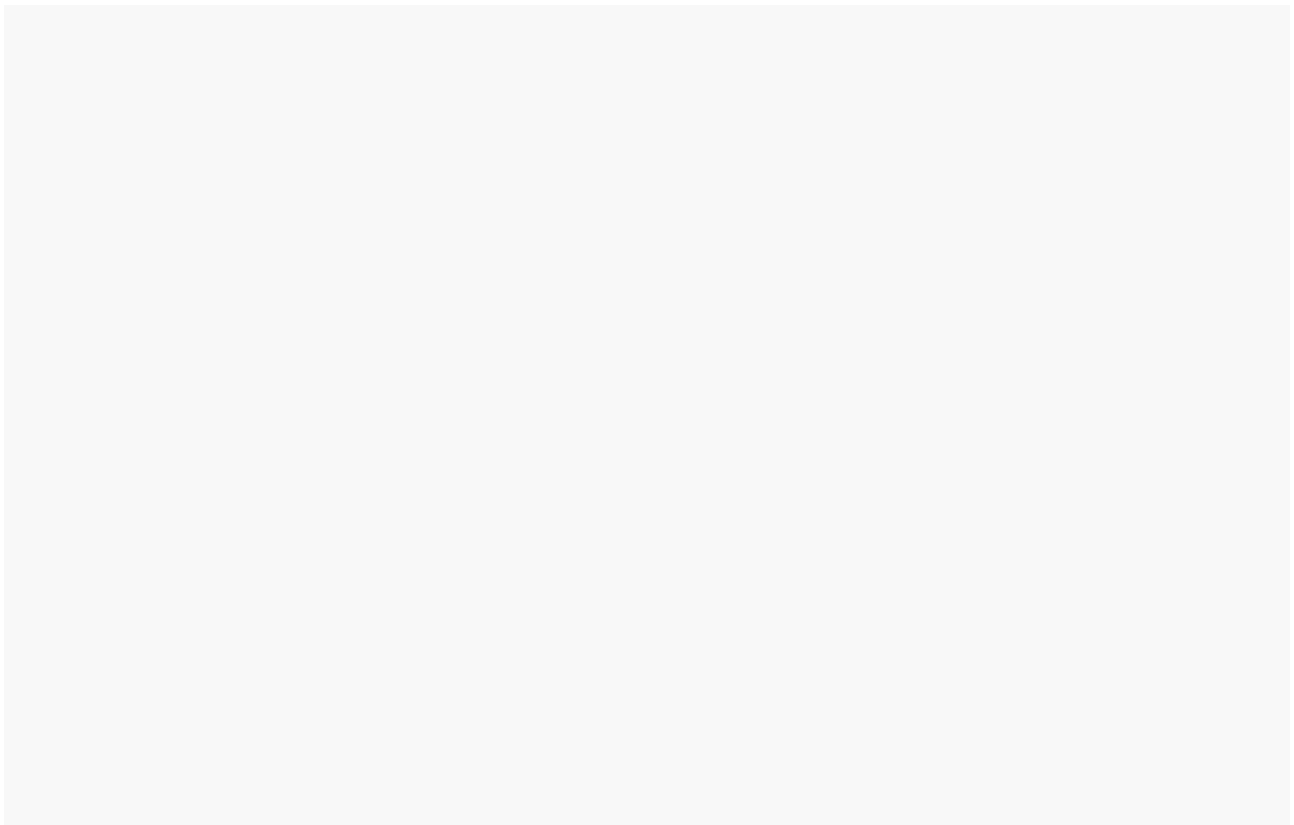
Drawn to fashion

Valentino previously worked with Draw A Dot to lend a new perspective to its Mime bag collection ([see story](#)).

This time around, the brand asked participants to create an illustration based on one of two prompts.

The first asked the artist what Valentino outfit she would wear if she were invited to attend the show. If she would rather, the illustrator could create an abstract piece using an element of the Valentino universe as the starting point, such as studs or camouflage.





Let the #countdown to the Fall Winter 16/17 show be an artistic one. Thank you @greenpauka for the #illustration. #ValentinoLive #linkinbio @drawadot

A photo posted by Valentino (@maisonvalentino) on Mar 4, 2016 at 11:45am PST

Illustrators were told to including pertinent information about the runway show, including the time and date, in their pictures. Runners-up were featured on Valentino's Instagram from March 4-7, with the winner unveiled on March 8, the day of the runway show.

Valentino is gifting the winner of the contest a handbag customized with her initials.

The house followed the creation and delivery of a handwritten invitation through a series of Instagram videos, also inviting consumers to tune in at 8:30 a.m. EST for the show.

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