

EVENTS/CAUSES

Valentino joins forces with Rome Opera as costume couturier

March 18, 2016



Valentino fall/winter 2016 campaign

By STAFF REPORTS

Italian fashion house Valentino is trying its hand at costume design for the Teatro dell'Opera di Roma's production of La Traviata.

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The project with the Rome Opera brings Valentino's founder Valentino Garavani and honorary president Giancarlo Giammetti together with Sofia Coppola as she directs her first opera. As advocates for the arts, luxury houses often align with cultural institutions such as operas or museums to show their support.

Haute costume couture

Valentino's Mr. Garavani and Mr. Giammetti will be responsible for the costumes worn by La Traviata's lead Violetta, with all pieces created within the brand's Italian atelier.

In a statement shared on Valentino's Web site, Mr. Garavani said, "In my life I have always dreamed of doing a Traviata but in a new way. The great masters from Visconti to Zeffirelli, Callas, Piero, Tosi, Lila de Nobili have all inspired me in my new commitment.

"I did not want to a modern and ridiculous Traviata as they do often today, I wanted a classic Traviata and beautiful, and I asked Sofia Coppola to give that stunning modern touch that will make it special," he said.



Pierpaolo Piccioli, Sophia Coppola, Valentino Garavani and Maria Grazia Chiuri

Furthering the relationship between the atelier and the Rome Opera, Valentino's creative directors Maria Grazia Chiuri and Pierpaolo Piccioli will be responsible for the costumes worn by the character of Flora and members of the chorus.

In a joint statement, the creative directors said, "The Rome Opera House for us is a heritage of our city. Their art workshop reflects the values we believe in and we travel with our Maison Haute Couture.

"It was great for us to have their cooperation for our Haute Couture spring/summer 2014 fashion show dedicated to the great operas," they said. "Today we are honored to be working with Sofia Coppola, Mr. Valentino Garavani and Mr. Giancarlo Giammetti taking advantage of our Atelier Haute Couture and the great human capital of the workers of the Teatro dell'Opera in Rome for the production of La Traviata."

La Traviata has been prepared by Nathan Crowley, with the music entrusted to Cremonese master Jader Bignamini. The alternating lead role of Violetta will be played by Francesca Dotto and Maria Grazia Schiavo, while the part of Alfredo will be brought to life by Antonio Poli and Arturo Chacn-Cruz.

The Rome Opera will stage 15 performances of La Traviata between May 24 and June 30.

Similarly to Valentino's creatives, fashion designer Karl Lagerfeld can now add opera costume couturier to his extensive resume.

The designer, who splits his time as the creative director of Chanel, Fendi and his namesake label, in addition to numerous pet projects, was tapped by the Opra Bastille to create the costumes for an upcoming summer production. Mr. Lagerfeld's appointment was determined by Benjamin Millepied, who is leaving his position as Opra Bastille's director of dance, citing personal reasons ([see story](#)).

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