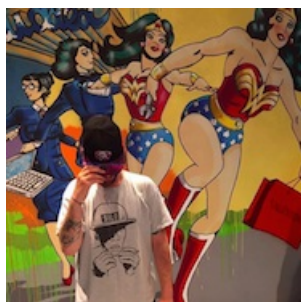


MULTICHANNEL

Valentino helps consumers find their own Wonder Woman through street art

April 19, 2016



Solo posing by one of his installations

By STAFF REPORTS

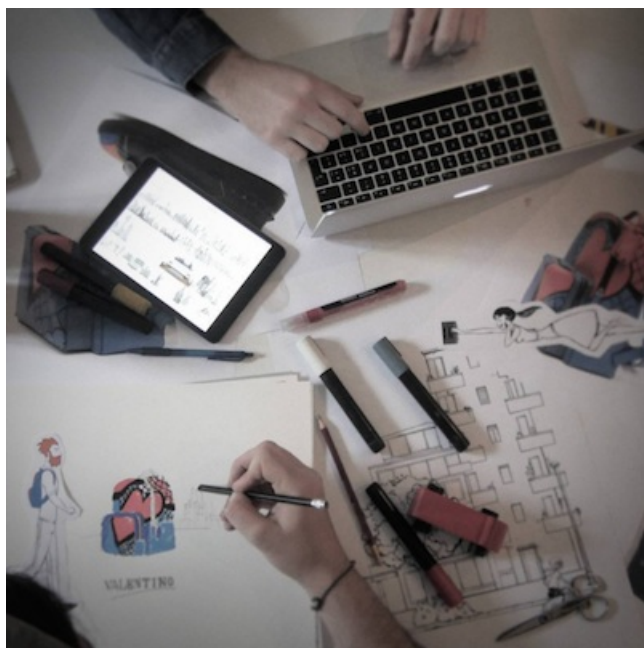
Italian fashion label Valentino is paying homage to women's ability to multitask with a capsule collection inspired by DC Comics' Wonder Woman.

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Much like the superhero's arsenal of chic weapons, including a projectile tiara, Valentino created a collection of femininely powerful attire and accessories alongside street artist Solo. Celebrating the launch, the artist is creating one-of-a-kind murals in select Valentino boutiques, bringing the comic book inspiration to life within the stores.

From book to boutique

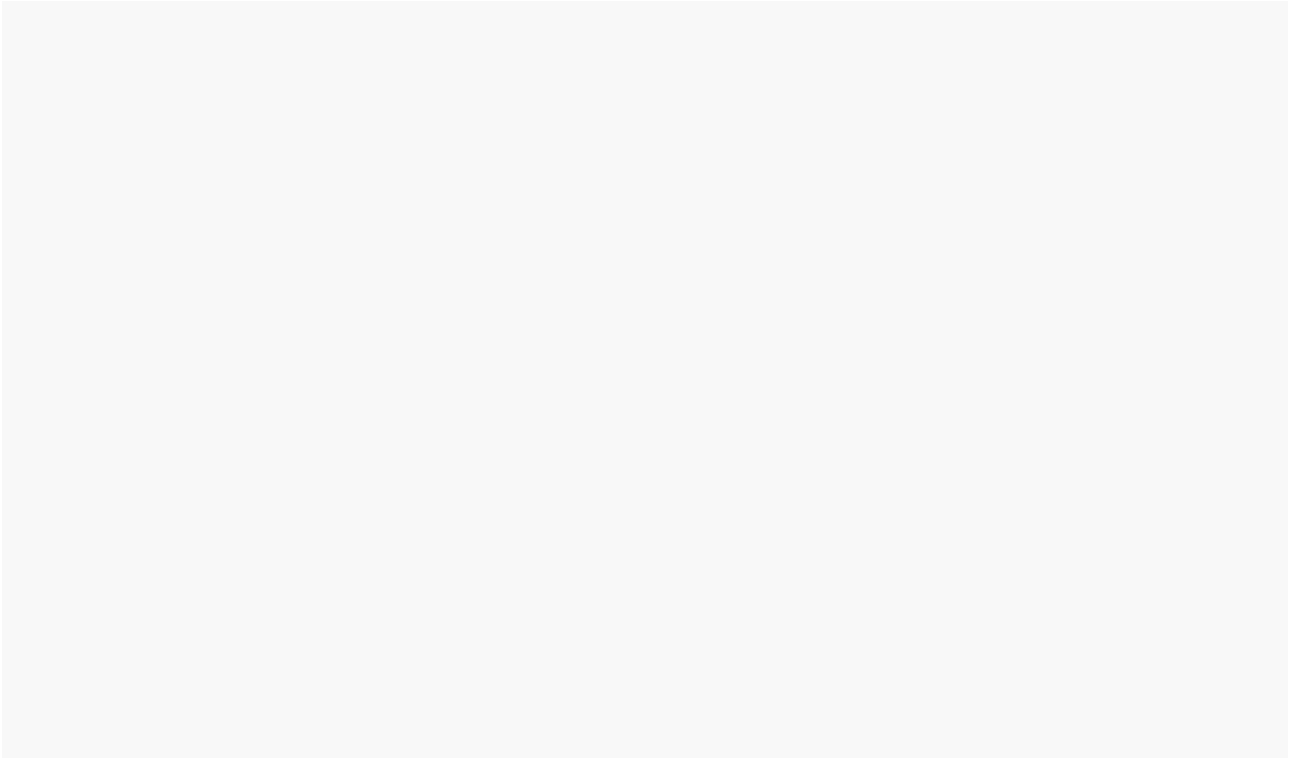
Solo is known for his reinterpretation of superheroes, making him a natural fit for this collaboration. To celebrate the launch, the artist is making appearances in Valentino stores.



Making of the Wonder Woman Valentino collection

During his visits, Solo is creating a live performance, painting exclusive, unique murals depicting comic book heroes. He has already decorated the Milan and Rome boutiques, and he will be at the New York store from April 20-22.

For consumers who are unable to make it to one of the stores, Valentino is documenting the art installations on social media. While the artist was in Milan, Valentino broadcast live on Periscope, hosting a chat between Eleonora Carisi and Solo.



#HappeningNow Live street art by SOLO (@flaviosolo) in the Valentino Flagship Store, Milan to celebrate a new special capsule collection: #WonderWomanValentino

A photo posted by Valentino (@maisonvalentino) on Apr 10, 2016 at 4:03am PDT

A short film further dives consumers into the superhero universe, as animated women fly through a city with Valentino bags on their shoulder and men sprint at lightning speed with the help of a backpack and sneakers.

Maison Valentino in Collaboration with Street Artist Solo

Existing and made-up comic book characters have lent a playful touch to luxury apparel brands' efforts.

For instance, French leather goods maker Berluti wanted to know if its consumers are more of a Bruce Wayne or Clark Kent kind of guy.

The brand asked social media followers to take its quiz based on their personal fashion choices to determine which superhero they are most like. Berluti's quiz engaged consumers in a playful manner, but managed to relate both characters' styles to the brand ([see story](#)).

Also, footwear and accessories label Roger Vivier showed off its latest styles through a retro-futuristic comic book-themed spring 2015 catalog.

"Super Vivier" told the story of a fashionable woman and her sidekick shoes and handbags who help her defeat boring style. By featuring its products in the context of a narrative, the brand lengthened the time consumers were likely to spend engaging with the new collections ([see story](#)).

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