

MULTICHANNEL

Valentino explores unisex dressing with perfectly imperfect capsule

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VB_Valentino_Untitled 01

By STAFF REPORTS

Italian apparel and accessories label Valentino is getting back to basics with a gender-neutral line of classic pieces.

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To introduce the collection, named Rockstud Untitled, Valentino creative directors Maria Grazia Chiuri and Pierpaolo Piccioli worked with artist Vanessa Beecroft on a living performance piece. The lines are blurring between men's and women's fashions, opening up opportunities for brands to experiment with new design concepts.

Collective body

Valentino's Rockstud Untitled consists of wardrobe staples including a trench coat, crew neck sweater, white shirt and peacoat. The binding element that ties the pieces together is a gold stud detail used instead of seams, a reference to the Japanese kintsugi technique.



VB_VALENTINO UNTITLED 01
Vanessa Beecroft
New York Academy of Art, New York, 04.28.2016

VALENTINO

VB_Valentino_Untitled 01

The label's fall/winter 2016 collection was inspired by Japan's Wabi-sabi philosophy, which strives for perfect imperfection knowing that nothing can ever truly be complete. The Rockstud Untitled pieces will come in canvas satchels, with each bag labeled with a number from one to 12.

For her piece, titled VB_Valentino_Untitled 01, Ms. Beecroft cast 25 models off the street with the help of

personalities including actress Emily Mortimer, Alessandro Nivola and Nicolas Malleville, among others.

These models created one formation at the New York Academy of Art on April 10. A series of images, polaroid's and videos show the models as both uniform and individual.

VB_Valentino_Untitled 01

"We wanted to render the unisex items unique, we therefore worked on the Rockstud Untitled collection and on the idea that signs are the element that make objects and human beings unique," said Ms. Grazia-Chiuri and Mr. Piccioli in a brand statement. "We used golden studs to render the items immediately recognizable.

"Asking Vanessa to interpret this idea of ours, was almost automatic: no one better than her, with an extremely strong and contemporary approach is able to merge, through her art, the concepts of beauty, reality, perfection and uniqueness/diversity," they said. "In her performance, different individuals, clothed in uniform' items, come together in a shared moment that is lived singularly portraying their personal beauty belief. We would like that the same occurs to those who will be wearing the items of this collection."

Select Valentino boutiques in Milan, Rome, London and New York will use the images and video in window displays starting now.

British department store chain Selfridges is also breaking down the societal and sartorial barriers between the sexes with a multichannel campaign centered on genderless fashion.

For "Agender," three floors of the retailer's Oxford Street flagship have been transformed into "gender-neutral" shopping areas, and consumers can also shop the selection online, as well as interact with special digital content. To further communicate the concept and conversation, Selfridges is working with a number of creatives throughout March and April for in-store and online features crossing design, music and film ([see story](#)).

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