

APPAREL AND ACCESSORIES

Valentino teases menswear show through branded dictionary

June 22, 2016



Promotional image for Valentino spring/summer 2017 menswear show

By STAFF REPORTS

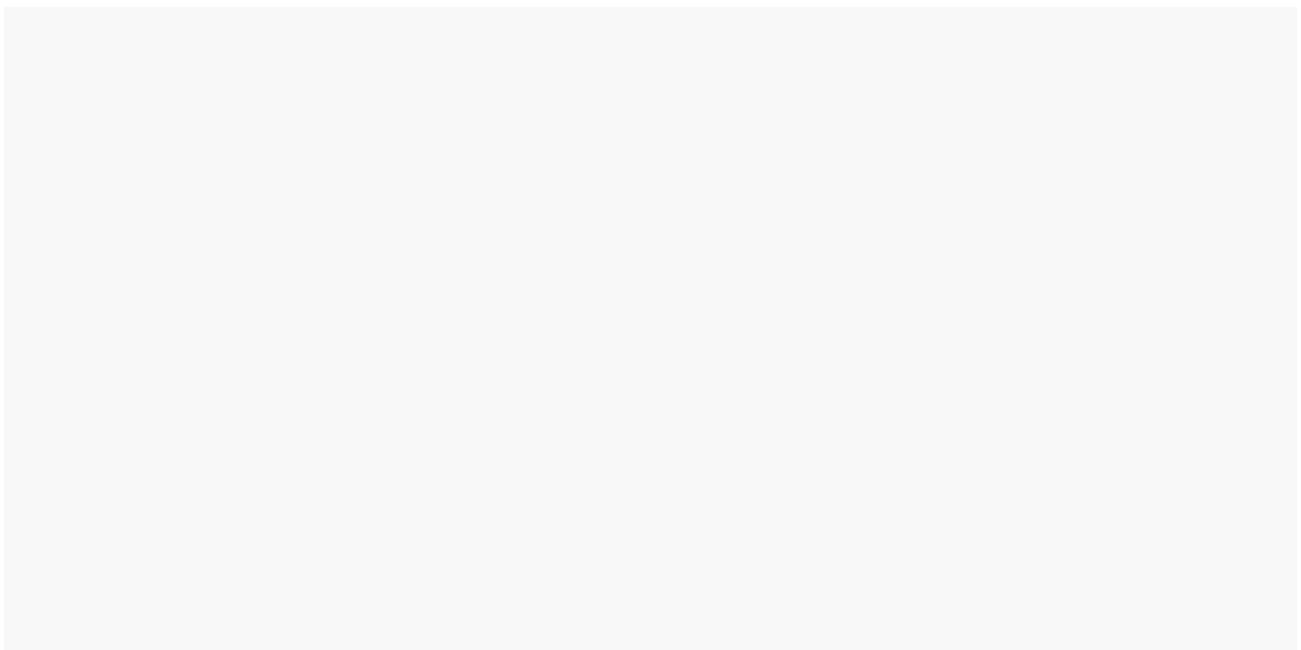
Italian fashion label Valentino is spelling out the reasons to tune in for its menswear show in a social countdown.

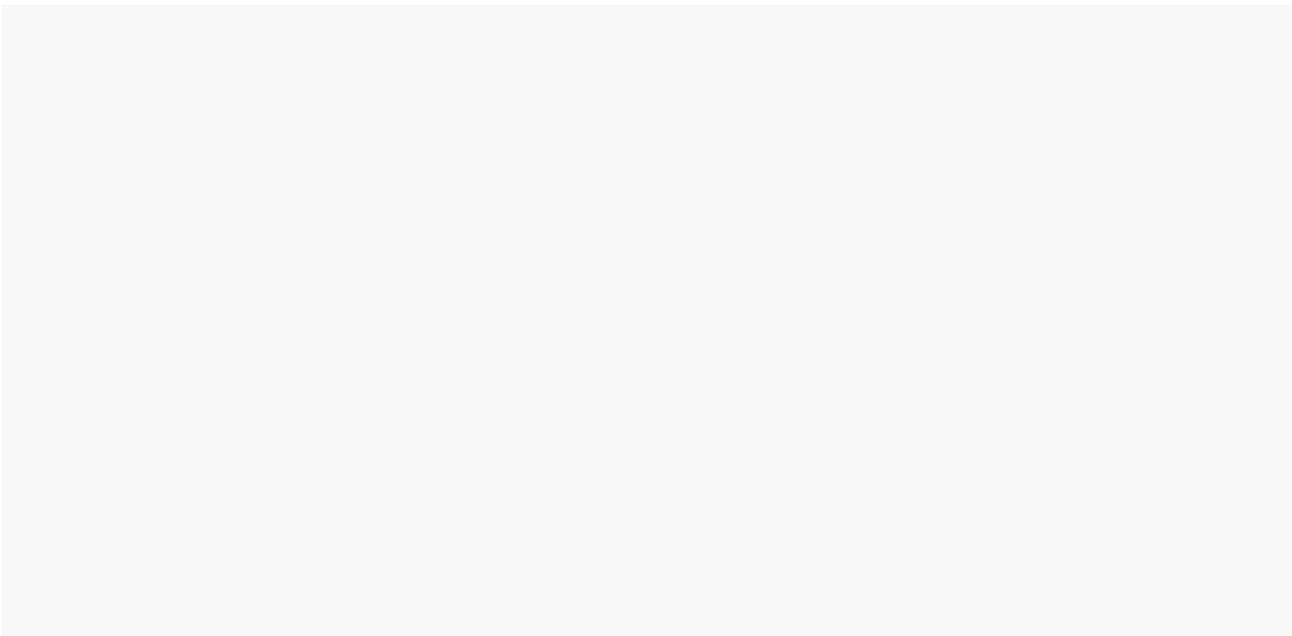
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Prior to its menswear show on June 22 at 11:30 a.m. EST, the brand has released a series of videos on its Instagram account, creating an acrostic with its own name. While other brands focus solely on fashion imagery ahead of their shows, creating this intriguing lexicon leaves more of a mystery for the runway.

V is for Valentino

Valentino started with the O in its name, sharing a video that says, "O is for original, each piece becomes unique once worn by you and your original style."





O is for Originality. Join us June 22nd at 5.30pm CET for the men's show live from #paris #ValentinoLive #SS17

A video posted by Valentino (@maisonvalentino) on Jun 21, 2016 at 12:19am PDT

From there, the brand works back through its name, with N standing for "new season," L for "long lasting" and I for "inspiration."

Valentino often takes a creative approach to teasing its runway shows.

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.

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 ([see story](#)).

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