

APPAREL AND ACCESSORIES

Valentino transforms models into dancers for kinetic campaign

July 20, 2016



Valentino fall/winter 2016 campaign

By STAFF REPORTS

Italian fashion label Valentino is highlighting the movement of its fall/winter 2016 women's wear collection through a dance-inspired effort.

Subscribe to **Luxury Daily**
Plus: Just released **State of Luxury 2019** **Save \$246 ▶**

Shot by Steven Meisel in New York, the advertisements show models mid-arabesque or performing a kick or pli, allowing the clothing to catch in the air. Even as still images, Valentino's minimalist concept allows the models' poses to shine.

Dance in design

In Valentino's ads, female models are dressed in beige ensembles, while their male co-stars don black ballet attire. A set composed of clean-lined chairs, a staircase, ramps and gymnastic rings serves as the backdrop for the dancers' moves.



Image from Valentino's fall/winter 2016 campaign

Models Kaitlyn Aas, Karen Elson, Jamie Bochert and Julia Nobis perform modernist movements, leaning or reaching their arms out with meaning.

A short video captures the filming process, allowing viewers to see the full range of motion that led to the images.

Valentino fall/winter 2016-17 ad campaign

Dance and fashion are complimentary art forms, leading to a number of creative collaborations.

Alexander McQueen is reasserting the connection between dance and fashion with a new video in collaboration with French ballet dancer Marie-Agns Gillot for AnOther Magazine.

There are many connections between the worlds of ballet and high fashion, as both art forms focus on the beauty of the human body and how to accentuate it. Collaborating with artists from other industries can help brands remain artistically relevant and reach a wider audience ([see story](#)).

Italian fashion label Bottega Veneta brought its spring/summer 2015 collection to life in a film project created with the help of dancers and artists.

For "Emotion of Sound," the brand gave a group of creatives carte blanche to take ambient noise from its atelier and craft a visual story around it. The film is intended to "emotionally engage and indulge the senses" of Bottega Veneta's audience ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.