

APPAREL AND ACCESSORIES

## Valentino alternative bag design reflects the endless quest for youth appeal

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*Valentino Rockstud Spike handbag*

By BRIELLE JAEKEL

Italian fashion label Valentino is hinging the beginning of its path to contemporary on a new studded bag and an avant-garde photography project.

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The fashion brand will be focusing on a modern and edgy look for the future, unveiling its Rockstud Spike Bag to start off the move. A special photography project alongside a viral video series will focus on unsuspecting individuals of New York and how they carry the new designer bag.

"Valentino has made an effort to re-position itself to increase acquisition and market share of the younger 16-24-year-old consumer segment," said Sebastian Jespersen. "In an over-saturated marketing landscape, campaigns that focus on winning a greater portion of share of life are those that will resonate best with this audience and have a longer-term success in driving brand preference.

"This product supports this effort as the concept makes compelling use of storytelling and allows the audience to be an integral part of the campaign journey," he said. "Additionally, the diverse audience group situated in NYC aligns well with the well-known diversity groups of a younger modern, Millennial generation that the Valentino brand is aggressively trying to align its brand and values with."

Mr. Jespersen is not affiliated with Valentino but agreed to comment as an industry expert

### New direction

People of New York City are the focus for Valentino's creative director Pierpaolo Piccioli and photographer Terry Richardson in their project to catalogue everyday individuals and how they wear the Rockstud Spike Bag. The new bag design features a classic rectangle shape but with silver studs located within the seams and a bold color.



ROCKSTUD SPIKE  
**VALENTINO**  
 GARAVANI  
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### *Valentino's new Rockstud Spike bag*

Now the sole creative director after Maria Grazia Chiuri's departure for Dior, Mr. Piccioli is taking Valentino into an image that portrays a more contemporary and edgy attitude, with the idea to go beyond tradition. The launch of the Rockstud Spike Bag is the start of the mission.

The creative director and photographer took to the streets of New York in an attempt to bring more urban and contemporary images to the campaign. The two stopped unsuspecting passersby and photographed them wearing the new studded bag.



### *Valentino photographs its new bag on the streets of NY*

Photographs of the campaign showed the contrasting ways in which common people held the bag to celebrate the value of being unique. Displayed on the well-known artistic Web site Humans of New York, the campaign hopes to invoke the feeling of individuality.

Support to the campaign will include a series of viral videos that depict varying cultures and lifestyles that make up New York City.

### *Valentino collections*

The Italian fashion label often takes to the arts in similar manners to help showcase new collections and campaigns.

Recently, Valentino highlighted the movement of its fall/winter 2016 women's wear collection through a dance-inspired effort. Shot by Steven Meisel in New York, the advertisements showed 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 allowed the models' poses to shine ([see more](#)).

For its menswear show in a social countdown, Valentino spelt out the reasons to tune in. Prior to its menswear show on June 22 at 11:30 a.m. EST, the brand released a series of videos on its Instagram account to create an acrostic with its own name.

While other brands focused solely on fashion imagery ahead of their shows, creating this intriguing lexicon left more of a mystery for the runway ([see more](#)).

"The New Rockstud Spike Bag plays a significant role for Valentino as it has been positioned as not simply a fashion accessory, but rather, a new means to entangle with a younger audience and drive brand preference at an earlier age by appealing as a luxury brand yet creating products such as this bag, that has an edgy modern rock culture appealing to its younger buyers," Mr. Jesperson said. "In the present luxury market, it is simply not enough to sell a product in and by itself.

"This product is particularly interesting as it relates with the wider main stream (rock) culture and for the non-traditional luxury buyers, growing a younger new market demand for the Valentino brand," he said.

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