

APPAREL AND ACCESSORIES

Pierpaolo Piccioli's first standalone Valentino campaign an expression of values

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Valentino, spring 2017

By JEN KING

Italian fashion house Valentino has unveiled its spring 2017 advertising campaign, the first collection under the solo creative direction of Pierpaolo Piccioli.

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Previously, Mr. Piccioli designed for Valentino with his creative partner Maria Grazia Chiuri. Ms. Chiuri stepped down from her position as co-creative director at Valentino in July and was soon after appointed as French atelier Christian Dior's first female artistic director, while Mr. Piccioli remained at the Italian atelier's helm.

Valentino was reached for comment.

Backstage and portraiture

Mr. Piccioli and Ms. Chiuri worked together for 25 years, and in 1999, they both joined Valentino's accessories department at the personal request of brand founder Valentino Garavani.

The duo took the creative direction reins in 2007, and they are credited with transforming the brand into a modern, cool label. Their Rockstud handbags and shoes, among other accessories became It items.

Recently, Valentino reached the billion dollar mark, bringing in 10-figure revenues in 2015 ([see story](#)).

While Ms. Chirui moved on from Valentino to "pursue a new professional experience," Mr. Piccioli remains at the Italian house as the brand's sole designer.

Spring 2017 is Valentino's first collection and accompanying advertising campaign under Mr. Piccioli personal direction.

For the campaign, Valentino worked with photographer David Sims. The first aspect of the campaign is a collection of backstage images taken during Valentino's spring runway presentation.

Valentino's campaign also includes a series of portraits in black-and-white. Models featured in the portraits include

Christy Turlington-Burns, Liya Kebede, Ratner, Fei Fei Sun, Lorena Maraschi, Blesnya Minher and Mali Koopman.



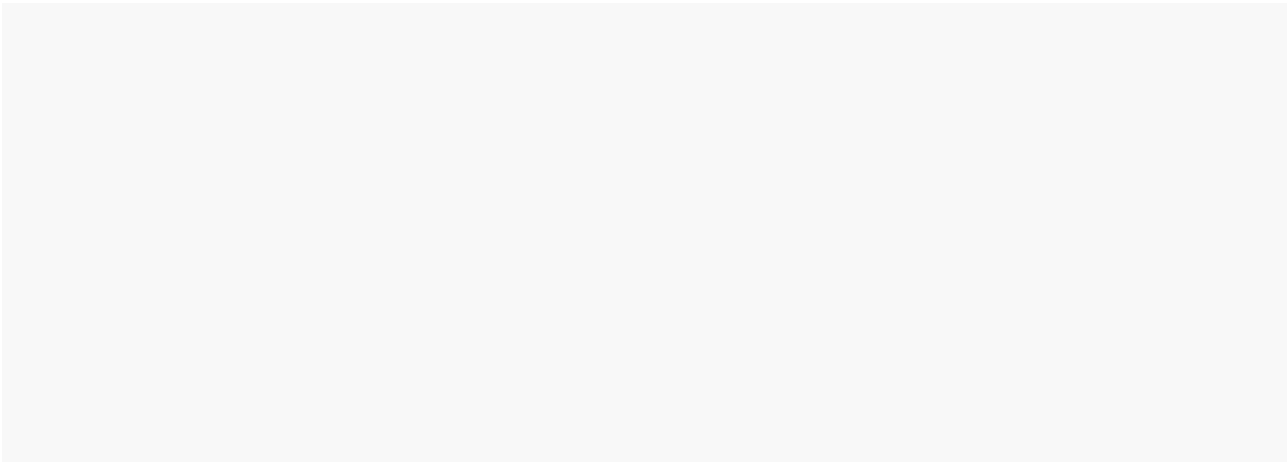
Valentino, spring 2017

The images, which will debut Jan. 4 on Valentino's social channels, will be placed in print titles for February. For print, the campaign will be positioned as spreads with a portrait and behind-the-scenes snapshot or as single pages.

As of press time, Valentino has shared a teaser of the spring 2017 campaign with a portrait of Ms. Turlington-Burns. The supermodel is photographed from the shoulders up, only showing the turtleneck collar of her outfit.

The image was shared with a caption quotation from Mr. Piccioli reading, "The eternity of a portrait, the immediacy of a documented moment, the poised simplicity or introspection. A campaign that plays with time: what ensures and what is unrepeatable."

A backstage image has also been shared showing attendees clapping during the presentation's finale at Hotel Salomon de Rothschild in Paris on Oct. 2, 2016. The image is blurred and cast in a reddish tint, romanticizing the milestone moment for Mr. Piccioli and his career.



Christy Turlington Burns, Harlem New York, November 2nd 2016 David Sims captures @cturlington in a timeless portrait for Pierpaolo Piccioli's first solo Spring Summer 17 campaign. "The eternity of a portrait, the immediacy of a documented moment, the poised simplicity of introspection. A campaign that plays with time: what endures and what is unrepeatable". Pierpaolo Piccioli

A photo posted by Valentino (@maisonvalentino) on Jan 3, 2017 at 4:34am PST

Mr. Piccioli has expressed that the spring 2017 campaign is less about the collection itself and more about his values for the Valentino brand.

In a statement, Mr. Piccioli said, "I didn't want this campaign to celebrate the collection, I wanted it to celebrate the values it's about the spirit, the feelings, the moment. More than usual? I don't know. I didn't think how it could be different, I just did what I felt."

Moving on

Mr. Piccioli's former design partner also recently unveiled her first campaign under her own direction for Dior.

For spring 2017, Dior highlighted the differences of twin models, marking Ms. Chiuri's debut as the brand's first female artistic director.

Captured by photographer Brigitte Lacombe, the spring ads are Ms. Chiuri's first campaign with Dior. The effort gracefully celebrates varying styles of femininity by showing off twin models Ruth and May Bell in differing styles.

The spring campaign shows off the contrasting features of the Bell twins in a unique matter. While Ruth celebrates a tomboy-like style with a short pixie cut, May's long hair and soft features leverage the traditional idea of femininity.

Shown entirely in black and white, the campaign celebrates feminism while supporting it behind-the-scenes with a specifically chosen female photographer ([see story](#)).