

APPAREL AND ACCESSORIES

Valentino celebrates London's diversity in new handbag campaign

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Valentino's latest campaign highlights London's diversity of people and style

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Italian fashion house Valentino is following up on its New York Diary video series with a London-themed version that represents the diversity and eclectic style of the city.

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The video series, called "London Diary," promotes the brand's new Rockstud Pike bag. Each video's short length and light content makes it perfect for viewing on mobile and while browsing social media.

"Valentino is associating itself with London youth culture in this video series, to align with its energy, personality, and edge," said Michael Miraflor, senior vice president, global head of futures and innovation at **Blue 449**, New York. "The Rockstud Spike is featured in every video, but it blends into the background as part of the natural environment, with colorful locales and equally colorful personalities.

"The Millennial audience targeted for this campaign appreciates investment pieces that are functional and practical enough to work into their busy and active everyday lives."

London Diary

Cities are the cultural centers of the world. It is in the largest cities that you find the biggest overlaps of culture and ideas and where many inspired works of design and art can be found due to the inspiration of many types of people cohabiting.

This love of diversity and eclecticism is at the center of Valentino's newest video campaign, London Diary. In these videos, a diverse group of London residents are asked questions or perform actions in short snippets.

Each person is wildly different in terms of gender expression, age, ethnicity, national origin, body-type, style and many more areas. Their differences are highlighted by the video but not held up as something unusual or strange, just the reality of living in an eclectic place.

Though the people on film are very different they are united by their responses and actions. In one video, the participants are asked to show off their dance moves and while they may vary in style and background, their genuine laughter and joy at their own dancing is a common denominator.

Valentino's London Diary campaign

The series is similar to a campaign that Valentino ran a month ago titled New York Diary. The set-up was the same, and only the location was different, with people being asked simple questions about their lives or their city and answering each in their own way ([see story](#)).

Each participant of London Diary is shown wearing Valentino's new Rockstud Pike bag, showing how even with the many eclectic styles on display, from understated suits to bold colorful jackets, the bag can be worn as an accessory with all.

Eclecticism

One notable aspect of the videos is their length. Each one is only 15 seconds.

The format for each video is simply a question being asked, such as "Can you describe London in three words or less?" followed by quick cuts of 8 or 10 people answering the question, before ending.

A short length makes these videos perfectly digestible on social media, especially on Facebook where short, auto-playing ads are quite popular.

Additionally, the brevity makes them perfect for consumption on mobile.



London residents show off their dance moves

These digital ads are also prepping Valentino as it prepares to move further into the ecommerce space, as indicated by its ongoing partnership with Yoox Net-A-Porter to improve its omnichannel shopping options.

The "Next Era" business model, slated to launch early in 2018, expands on the Italian label's existing relationship with YNAP, which has powered Valentino's ecommerce site since 2008. Now, the retail group is collaborating with Valentino on omnichannel solutions designed to meet the changing needs of luxury shoppers ([see story](#)).

London Diary is emblematic of the brand's eclectic approach to design and perfectly signifies how diverse cities can be united by their people just as diverse styles can be united by a handbag.

"The message is wake up, Valentino is not just for women who lunch/yoga/spa," said Marie Driscoll, CEO of [Driscoll Advisors](#), New York. "The brand is taking a walk on the wild side a la Lou Reed and adding more gravel to its ROCKSTUD positioning.

"The videos are perfect in their imperfection and irreverence as well as their short length, that at 15 seconds equals the attention span of the digital natives the videos will appeal to."