

APPAREL AND ACCESSORIES

Valentino films gang of endearing hooligans for punk-inspired menswear effort

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Valentino menswear fall/winter 2017 stills were taken by David Bailey. Image credit: Valentino

By JEN KING

Italian fashion house Valentino is reminding consumers to not jump to conclusions about bands of young men walking the city streets.

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In a look that can be deceiving-type effort, Valentino's fall/winter 2017 menswear collection campaign follows a group of millennial-aged men as they walk the streets of London. While their intentions are unknown at the campaign video's start, Valentino's fall/winter 2017 effort ends on a heartwarming note of fun and kindness.

"Every touchpoint should reinforce your brand's DNA," said Chris Ramey, president of Affluent Insights, Miami, FL. "Any messaging counter to your DNA creates confusion.

"Youth culture and dollars often drives fashion," he said. "Yet, marketing must resonate with best prospects to be successful.

"When research permits, or when targeting a specific market, it's not uncommon to reach outside your normal ecosystem for growth. But it's always a risk."

Mr. Ramey is not affiliated with Valentino, but agreed to comment as an industry expert. [Valentino](#) was reached for comment.

All in good fun

Directed by Kes Glozier, Valentino's fall/winter 2017 campaign explores the film director's personal interpretations of "radical British heritage and punk attitude." The video is scored with "The Idles Chant," a song performed by Idles.

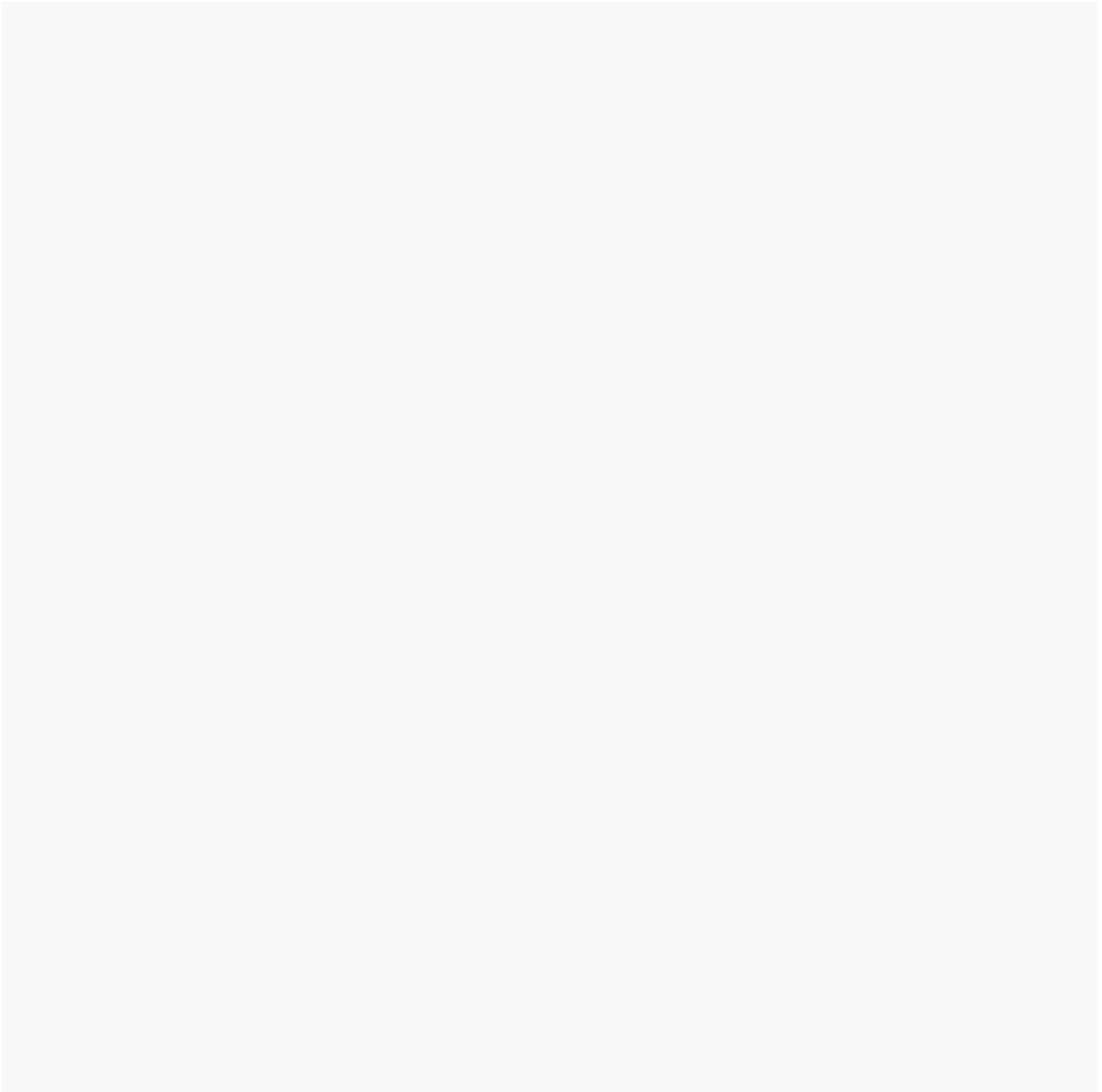
The campaign video begins with a shirtless young man laying on his back on a pink duvet cover, with an overflowing ashtray slightly above his head. Typewriter font copy reads, "Two and eight. In a state."

Following frames pan out just enough for viewers to gain a better sense of the man's surroundings as he smokes the

last drags of cigarette.

When finished smoking, the man begins to get dressed, pulling on a pair of sneakers, a pink sweatshirt and army green coat. As he leaves his apartment, his mother yells down from the window that he's a "selfish little shit" for taking the last pint of milk for himself.

Once on his way, he stops by the homes of four other friends who are dressed in similar casual looks. The collection's fashions include slogans and lettering appliques designed by Jamie Reid.



Spontaneity and charm come together for the finest Punk inspired Collection. Men's #FallWinter1718 video Campaign directed by @KesGlozier.

A post shared by Valentino (@maisonvalentino) on Jun 18, 2017 at 1:31am PDT

The group, who walk together in unison and with an air of camaraderie, enter a building and excitedly walk down a hallway. When the boys go through a doorway, the protagonist takes a swig of milk from the bottle and the camera pans out that to show a bingo game in process.

The elderly woman calling the numbers welcomes the boys as they take their seats around tables filled with older

bingo players. The boys are shown enjoying the company of the other players and being engaged in the bingo game. As the video concludes, the group of boys are shown drinking tea, smoking and chatting with the senior citizens in the room.

Valentino's menswear fall/winter 2017-18 advertising campaign

When the fall/winter 2016 menswear video begins it is assumed that the boys are off to cause trouble, but instead Valentino took a heartwarming approach to youth culture by showing the friends with what may as well be their grandmothers.

Valentino's still imagery for fall/winter 2016 leverages the letter and signage of Mr. Reid and was photographed in the industrial setting of London's East End by British photographer David Bailey.

The men of luxury

Menswear campaigns often explore contemporary male culture to be more relatable to the target demographic.

For example, Christian Dior set the skyline of Venice Beach, CA as the backdrop of its winter 2016 menswear campaign, giving it a stronger attitude.

Dior Homme partnered with At Large magazine to showcase the collection winter 2016, tapping into street culture. The film features popular real-life skateboarders riding in a park in Los Angeles while modeling the latest collection ([see story](#)).

Other strategies aim to build a masculine image as it applies to a brand's vision.

For instance, British fashion label Stella McCartney wove a mysterious plot to mark the arrival of its second menswear collection.

"Black Park" features elements of the surreal as a man roams the woods alone, confronting his memories. With menswear a new addition to the brand, this content further develops the idea of the Stella McCartney man ([see story](#)).

With a market size of \$570 billion and annual revenues of \$333.4 billion, the menswear category is expected to grow at a constant rate of 2-3 percent a year, according to a report by Fashionbi.

As size and revenues for the market has increased, so has consumer spending, with menswear seeing an 18 percent jump in purchases over the last five years. While far from a new market segment, menswear has seen a type of resurgence as men of all demographics have begun to embrace style and trends ([see story](#)).

Although Valentino's menswear campaign sends a positive message about misunderstood youth, it may not be the right fit for luxury.

"The heartwarming narrative is but a moment in the video; at the end when too many viewers have already moved on," Affluent Insights' Mr. Ramey said.

"Valentino may have the brand depth and elasticity to play outside it's DNA," he said. "But this is rarely a good strategy for luxury brands."