

APPAREL AND ACCESSORIES

Valentino heads outside to tease sportswear-centric runway collection

June 21, 2017



Teaser image for Valentino's spring/summer 2018 menswear runway show. Image credit: Valentino

By STAFF REPORTS

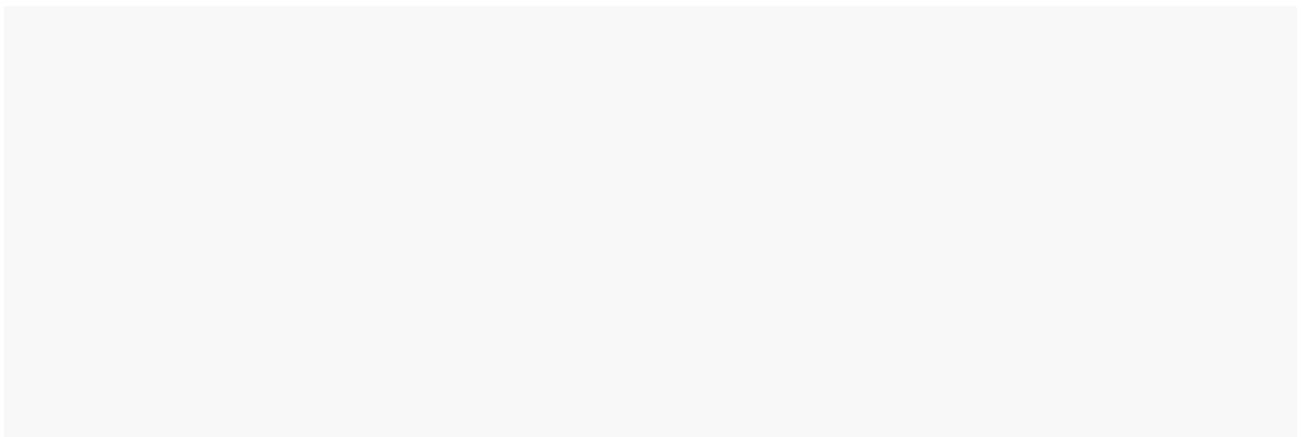
Italian fashion house Valentino is giving consumers a taste of what its latest menswear show has in store through model behavior.

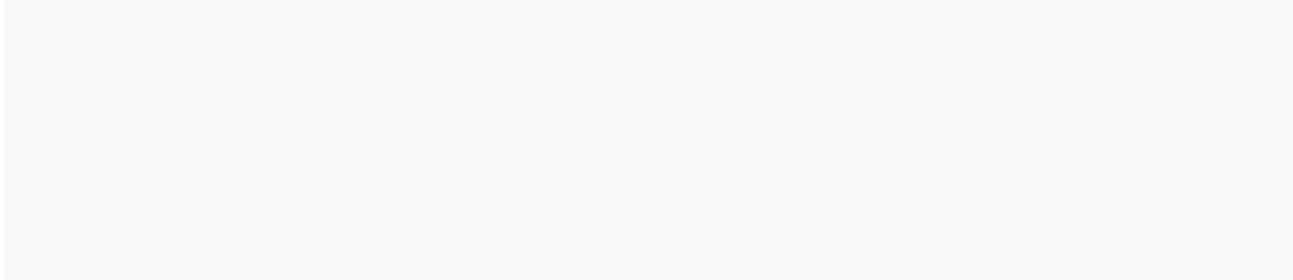
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Ahead of its runway show on June 21 at 5:30 p.m. CET in Paris, Valentino is putting consumers in a relaxed mood with the help of some of the runway models. Reflective of changing consumer wardrobes and tastes, Valentino is further inserting itself in the streetwear game with a collection of upscale casual attire.

To the streets

In an interview with [Women's Wear Daily](#), creative director Pierpaolo Piccioli revealed that his spring/summer 2018 menswear runway looks will not include any suits. Appealing to the casualization of consumers, the line will instead feature sportswear such as track suits and sneakers.





The #SS18 Collection is getting ready in a sunny #Paris. Do not miss the #ValentinoMenSS18 Fashion Show live from #Paris tomorrow at at 5.30pm CET. #VLTN Video by @NielsVandentop

A post shared by Valentino (@maisonvalentino) on Jun 20, 2017 at 5:06am PDT

In honor of this easier, more streetwear-infused collection, Valentino followed a group of male models as they roamed Paris. They horse around in t-shirts bearing a new logo debuting this season, which shortens the Valentino name to "VLTN."

Valentino's most recent menswear campaign also reached out to a younger audience.

The Roman label is reminding consumers to not jump to conclusions about bands of young men walking the city streets.

In a looks 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 ([see story](#)).

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