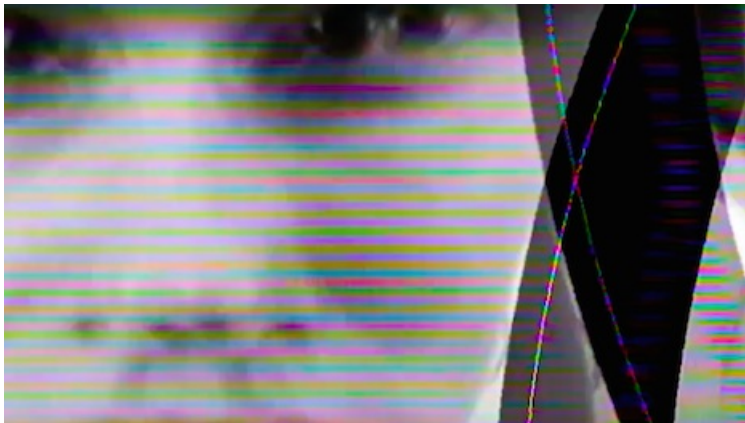


APPAREL AND ACCESSORIES

Valentino short film combines '80s aesthetics with modern sensibilities

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Valentino's latest film uses a retro aesthetic. Image credit: Valentino

By DANNY PARISI

Italian fashion house Valentino is celebrating the launch of its fall/winter 2017-2018 collection with a short film that blends elements of retro '80s chic with modern technology.

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The short film is shot in an eclectic and disorienting style, making use of anachronistic elements such as the battery indicator of an old video camera with cell-phone-shot scenes. Valentino's campaign is demonstrating the spirit of the brand's latest collection to be revealed this year.

'80s vibes

Valentino is known as a brand that prioritizes its video marketing. Every collection the brand puts out tends to come with a short film that combines much of the aesthetic and visual themes of the collection into a kind of statement piece.

This is true for the brand's latest collection as well.

To celebrate the launch of the fall/winter 2017-2018 collection, Valentino has put out a short film showcasing some of the models who will star in the collection's runway debut along with some of the pieces from the collection.

The video is unique in that it combines elements of '80s and early '90s technology and culture with a decidedly modern twist.

For example, much of the video is shot with the kind of grainy film quality of early music videos and recordings from the late 1980s.

The Valentino fall/winter 2017-2018 collection film

Additionally, the film is peppered with references to '80s video technology, such as screen overlays showing the time and battery remaining, such as one might see on a homemade movie, as well as showing parts of the video being played on an old CRTV.

Within this framework, Valentino is also incorporating more modern elements, such as selfie-style videos of the

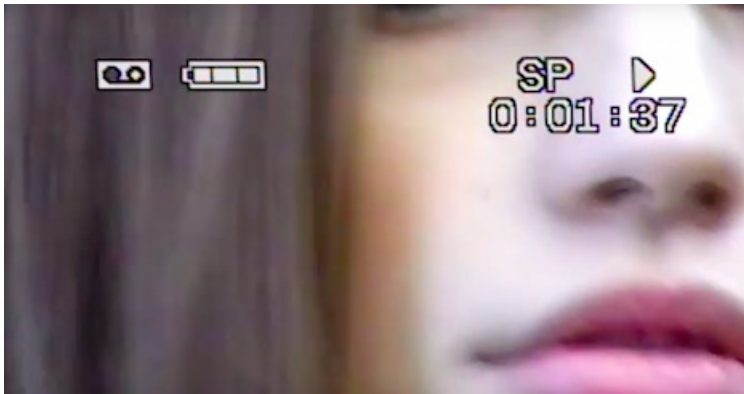
models introducing themselves, filmed in a vertical orientation much as one would film themselves on Snapchat. The music accompanying the video is also much more modern than some of the imagery, creating a contrast in aesthetics.

Video experimentation

Valentino has made a many innovative takes on the classic promotional film in recent months, most notably in its "Candid Camera" inspired video.

Valentino took a unique approach to a film campaign with unscripted footage that surprises its participants.

"Expect the Unexpected" stars its Rockstud Spike handbag and uses a common trope seen on social media to grab viewers. Those featured in the video were unaware they were being filmed while it was happening and were pranked by the brand ([see story](#)).



An example of the film's 80s artifacts. Image credit: Valentino

Additionally, the brand has experimented with more narrative-focused videos in the recent past.

Valentino reminded 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](#)).

Valentino's latest video is more straightforward than either of those, but uses its unique combination of aesthetics to stand out from the crowded market for luxury video campaigns.