

APPAREL AND ACCESSORIES

Valentino opens pop-up “active spaces” to roll out resort collection

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Valentino's pop-up shops will be in four major cities across the globe. Image credit: Valentino

By DANNY PARISI

Italian fashion house Valentino is offering customers a way to experience its resort collection for 2018 in advance of its release with a series of pop-up "active spaces" around the globe.

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These spaces will open in Tokyo, Milan, New York and Hong Kong for a limited time, giving customers a sneak preview of the new collection and its aesthetic themes. Pop-up experiences such as these can provide a unique, limited experience for customers that will help lodge the collection in their minds as its release nears.

Active spaces

This year's resort collections are just around the corner and Valentino is gearing up for the season with a series of pop-up "active spaces" in four countries around the world.

In Tokyo, New York, Milan and Hong Kong, the brand will be hosting pop-up experiences dedicated to its resort 2018 collection.

The spaces will be decorated in imagery and samples of the clothing that are indicative of the aesthetic theme of the collection, which takes inspiration from activewear and sportswear in its design.

Inside these pop-ups, Valentino has recruited what it calls "authors, not vendors," who will guide the customers through the experience, all while wearing the uniform of a white Valentino shirt.

The spaces will also hold a limited-edition collection of sports accessories, including yoga mats and basketballs, not available anywhere other than in these pop-up shops.

Valentino has decorated these spaces with the bold primary colors of the collection along reinforced concrete walls that speak to the collection's utilitarian and sports-inspired direction.

The brand says that sport, which is the primary inspiration for the collection, "reveals its pure significance as an ideal space of possibilities and identity."

Pop-up experience

Valentino's use of pop-up shops to promote its new resort collection is emblematic of the larger use of pop-ups in the fashion world.

The trend makes sense for high-fashion brands, which often use them to build hype around upcoming collections. Additionally, as luxury brands, customers desire unique experiences from them that go beyond the traditional shopping experience.

Many of Valentino's contemporaries have embraced pop-ups as promotional tools.

For example, French fashion label Kenzo turned the premiere of a new sneaker style into an event with a Paris pop-up.

From Sept. 14-24, the brand set up shop at 16 Boulevard des filles du calvaire, allowing visitors to get their hands on the Kenzo Move footwear before it debuted globally. In addition to offering early purchasing, the pop-up hosted a dance-themed day to further engage consumers around the line ([see story](#)).

Another example is Four Seasons, which took the idea even further.

Four Seasons Hotels and Resorts invited customers into a unique temporary experience with its first "Pop Down," a collection of curated experiences ranging from food and drinks to floral arrangements.

The experience was hosted in Toronto during the city's annual film festival to attract high-profile guests. Four Seasons is keen to continue these Pop Down experiences, bringing in new ideas and activities for guests that extend the brand beyond hotels ([see story](#)).

Valentino's "active spaces" are in line with the popular trend of temporary physical experiences meant to drive hype around an upcoming collection as well as engage customers in an exciting and limited opportunity.

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