

APPAREL AND ACCESSORIES

## Valentino updates archival imagery for spring campaign

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Valentino's spring/summer 2018 ad campaign. Image credit: Valentino

By STAFF REPORTS

Italian fashion label Valentino is portraying its "modern glamour" in an advertising effort starring It girl model Gigi Hadid.

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For spring/summer 2017, Valentino is referencing some of its most iconic campaigns from the 1980s, putting a fresh spin on brand history. While Valentino is under different ownership and creative direction today, looking back for this campaign serves to further connect the house's past and present.

What's old is new

Valentino's campaign was shot in New York at Pier 59 Studio by photography duo Inez and Vinoodh. Along with Ms. Hadid, the images feature models Rianne Van Rompaey, Adut Akech, Aurora Talarico, Oumie Jammeh and Felice Nordhoff.

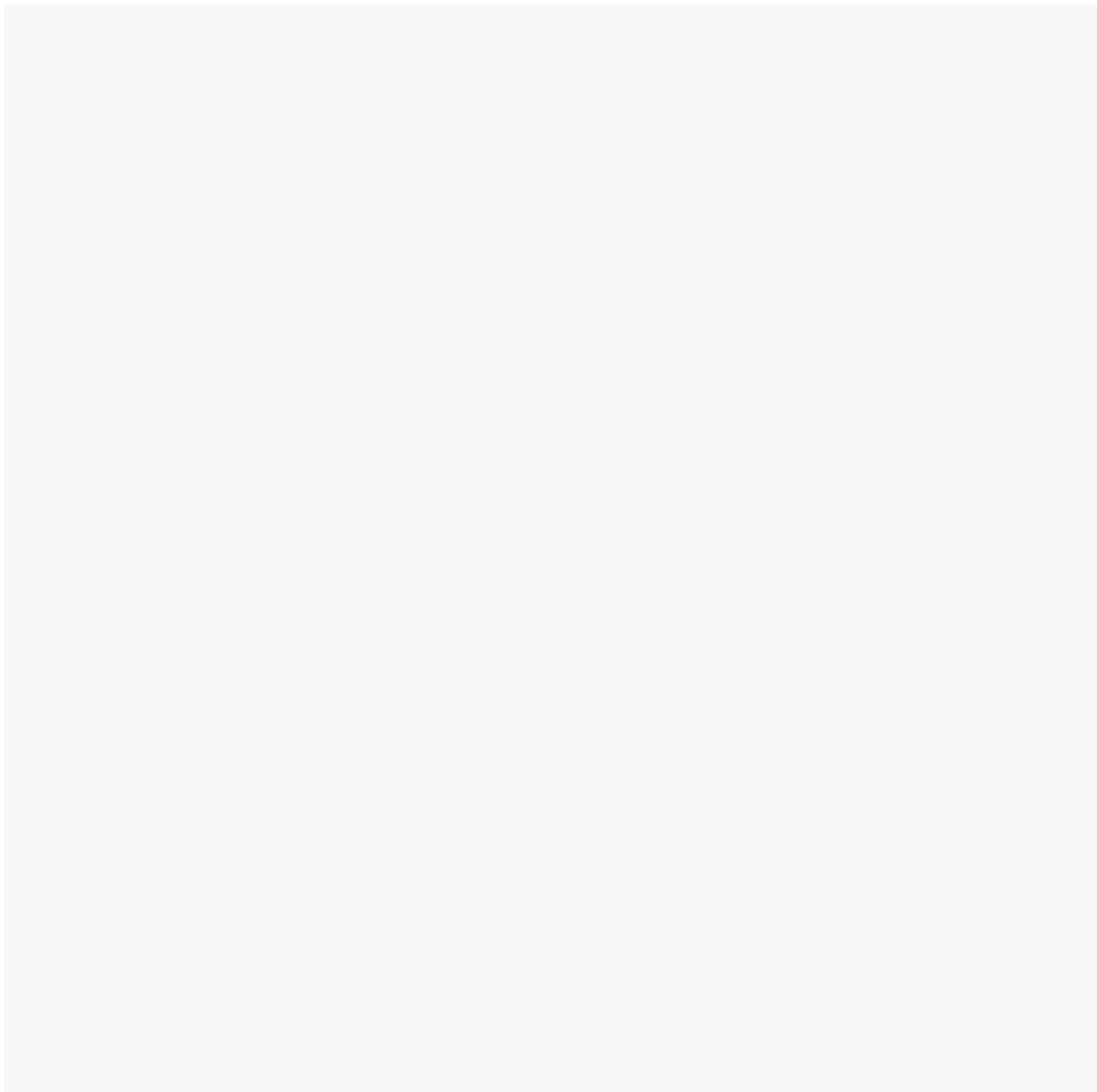


Valentino's spring/summer 2018 campaign. Image credit: Valentino

A number of Valentino ads from the 80s featured large-scale typeface of the label's name in its signature red. This

effort recreates this overt branding, setting models against the logo backdrop.

On social media, current creative director Pierpaolo Piccioli thanked Valentino's co-founder Giancarlo Giammetti for "iconic images" that were his source of inspiration for this season's ads.



1989- 2018 Fashion evolves- style stays. @lindaevangelista @gigihadid @maisonvalentino

A post shared by Privategg (@giancarlo giammetti) on Jan 2, 2018 at 6:24am PST

In the 2018 update, models are made up with ethereal rings of eyeshadow in bright hues such as fuchsia or lime. Within a number of the shots, the talent appears to be caught mid-movement, adding an energetic feel to the effort. Taking this a step further, Valentino filmed models dancing on set.

*Valentino Women's Spring/Summer 2018 Advertising Campaign*

Creative directors at the helm of storied houses often look back to the visual codes of their brand, putting their own spin on something familiar.

French fashion house Givenchy is hinting at newly appointed artistic director Clare Waight Keller's vision for the

brand in a dedicated advertising campaign.

Before the designer presented her first runway show at the label, Givenchy released a series of black-and-white portraits that offer a glimpse at her direction for the brand. This multichannel effort, titled "Transformation Seduction," heralded Ms. Waight Keller's arrival at the house, setting the scene for her October fashion show.

Givenchy's teaser campaign was inspired by Ms. Waight Keller's trip through the brand's archives. In researching the brand founder Hubert de Givenchy, the designer found common ground in their shared affection for animals, including one set of mid-century silk prints featuring a photo-realistic cat ([see story](#)).

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