

APPAREL AND ACCESSORIES

Valentino's pre-fall campaign juxtaposes modern with ancient

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Valentino's new campaign was shot at the Villa Aldobrandini. Image credit: Valentino

By STAFF REPORTS

Italian fashion label Valentino is painting a portrait of strength and confidence in a pre-fall campaign shot by photographer Juergen Teller.

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Set against the backdrop of artifacts from Italy's past, the campaign juxtaposes the ancient and Romantic with the new and modern. Valentino's creative director Pierpaolo Piccioli oversaw the creation of the campaign, which has been published on the brand's various social media channels.

New and old

Valentino's pre-fall 2018 advertising campaign is an elaborate photo series shot by Mr. Teller at the Villa Aldobrandini in Rome.

The series stars models Fran Summers and Kaia Gerber as they are photographed throughout the villa wearing pieces from the new collection.

Contrasting with the modernity of the pieces from Valentino is the decor, which features sculptures and art from Italy's Romantic past.



Valentino's Pre-Fall campaign. Image credit: Valentino

A favorite of Mr. Piccioli, the Romantic period art on display is meant to symbolize strength and confidence, not the fragility that Mr. Piccioli believes many associate it with.

The collection's centerpiece is the new Valentino Garavani Candy Stud bag, which is featured heavily throughout the campaign.

The success of the pre-fall 2018 campaign will work as a barometer for Valentino's future plans, given rumors of the brand's potential IPO. Investors may want to keep their eye on Valentino as the brand recently topped Pambianco Strategie di Impresa's list of luxury brands most likely to soon go public.

Ousting the previous top-spot, Giorgio Armani, Valentino is now the most likely luxury brand to go public, based on a survey conducted by Pambianco and citing comments from Valentino's owner, Mayhoola, as possible indications of an IPO in the future. With this data, investors will have a better view of which companies in 2018 are likely to go public and can adjust their investing strategy accordingly ([see story](#)).

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