

APPAREL AND ACCESSORIES

Valentino pops up at Printemps

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Valentino Loves Printemps pop-up. Image credit: Printemps

By STAFF REPORTS

Italian fashion label Valentino is turning department store Printemps' atrium into a palazzo, bringing a touch of its home country to Paris.

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The Valentino Loves Printemps pop-up up shop will retail six exclusive pieces by the brand's artistic director Pierpaolo Piccioli. Pop-ups at department stores offer brands the chance to stage a more immersive shopping experience, playing with new concepts and designs.

Temporary takeover

Valentino's pop-up is housed on the first floor of Printemps' Boulevard Haussmann flagship in Paris. The retail design has an urban vibe that mimics Valentino's own boutiques.

Within the space, consumers can purchase limited-edition items created specially for Printemps featuring the brand's VLTN logo. Included in the collection are a pair of sneakers, clutch, handbag, small leather goods and a T shirt.



Valentino's exclusives for Printemps. Image credit: Printemps

Valentino's pop-up opened July 12 and will be up until Aug. 26.

The brand also recently took the pop-up store to the digital space. Prior to its Printemps pop-up, Valentino teamed up with Chinese ecommerce giant Alibaba for a new virtual reality retail experience.

The joint effort took the form of a virtual store, which is a representation of a real Valentino pop-up shop that customers can explore in virtual reality. Valentino created the virtual experience to promote its new line of Garavani Candystud bags ([see story](#)).

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