

APPAREL AND ACCESSORIES

Valentino celebrates Japanese culture with concept shop

November 27, 2018



Valentino's concept shop in its Ginza flagship. Image credit: Valentino

By STAFF REPORTS

Italian fashion label Valentino is gearing up for its runway show in Tokyo by looking to other designers.

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A concept shop as popped up in the fashion label's Japanese flagship in Ginza a day ahead of its Tokyo show. The shop is a representation of the Japanese word "ma," which signifies the space in between two things.

Italian meets Japanese

Valentino collaborated with a variety of Japanese artists to create a variety of products for the store in addition to artworks on display.

Eventually, Valentino plans on rolling out some of the products to other markets.

Some of the products currently on display at the store include faux leather pouches from Undercover, t-shirts embroidered by Doublet and a black bag from Yohji Yamamoto.

"I chose these brands because they are far from Valentino, and sometimes it is very interesting to create a collaboration, a dialogue between brands which are very different from Valentino. To get Valentino into a different dimension," said Pierpaolo Piccioli, creative director of Valentino, in a statement to *Women's Wear Daily*. "Doublet is a very young brand. They do beautiful T-shirts, sweatshirts. So it's another world from Valentino.

"It's more streetwear. And that's why, for me, it was very interesting to create this sort of tension between the two brands. Same for Undercover," he said. "We did beautiful patterns with the Renaissance images with a new vibe, which is very interesting to create this modern Renaissance, but very streetwear."

[View this post on Instagram](#)

#ValentinoTKY - VALENTINO GINZA SIX INSTALLATION 27th NOV - 9th DEC #ValentinoTKY concept store at Ginza Six in Tokyo is envisioned as a time capsule exploring Japanese creativity and craftsmanship through the input of Valentino's vision. For this occasion Japanese photographer @monimogi introduces one among the different capsules created for the TKY concept store: the #VLTN gadgets. @monimogi captures pharmacist Taka walking around Tokyo neighborhood Meguro-ku with the new #VLTN transparent umbrella on display in the Valentino Ginza Six Installation starting from November 27th. #ValentinoPrefall19 Show November 27th at 12:00 PM CET / 8:00 PM TOKYO TIME

A post shared by Valentino (@maisonvalentino) on Nov 25, 2018 at 2:46am PST

Valentino Instagram post

Florence-based design school Polimoda recently debuted a new Master in Bag Design degree program in another collaboration from Valentino.

Over the course of nine months, students will take part in classes, workshops and a project in collaboration with Valentino. The program is aimed at preparing students for careers in fashion, as companies increasingly look for candidates with specific technical skills ([see story](#)).

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