

APPAREL AND ACCESSORIES

## Valentino sparks the question: Is creepy the way to sell fashion?

February 11, 2019



*Valentino creates eerie backdrop for spring 2019. Image credit: Valentino*

By BRIELLE JAEKEL

Italian house Valentino's spring/summer 2019 campaign focuses on extremes, but its high-fashion motif can send chills up viewers' spines.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Under the creative direction of Pierpaolo Piccioli, Valentino's new film takes place under the shade of night in a city's network of canals. Showcasing the label's collection and a new bag, the piece features an ominous score and a menacing cinematography style while maintaining its couture persona, leaving watchers wondering if creepy is in vogue.

"In the age of 'Get Out,' 'Us,' 'American Horror Story' and other thriller movie and TV series genres, there is an interest in showcasing the lovely and couture style of macabre ad it pertains to high fashion," said Kimmie Smith, cofounder of [Athelisure Mag](#). "The types of presentations with fashion provides a classic and gothic approach to style that is in keeping with high style."

Ms. Smith is not affiliated with Valentino but agreed to comment as an industry expert.

### Valentino dances at night

High-fashion campaigns can sometimes air on the side of unique, and it seems an increasing number of couture labels are searching for a shock factor in their marketing.

Valentino is the latest to take on the role of an artist with a campaign approach featuring a highly edgy theme.

[View this post on Instagram](#)

The night offers those who wake in it to be free, to walk and dance and love without limitation. @AdutAkech wears the #VRING bag, photographed by #JuergenTeller in Venice for the #ValentinoSS19 campaign, under the creative direction of @pppiccioli.

A post shared by Valentino (@maisonvalentino) on Feb 8, 2019 at 7:23am PST

### *Valentino Instagram post*

The dark lighting and backdrop of the film is a stark contrast to the designs, patterns and colors of the pieces, and is complemented by dramatic opaque makeup looks. Models are showcased alongside eerie stonework, gates and canals, and each presents a facial expression indicative of a foreboding circumstance.

One model is featured with no clothing at all, except for the new Valentino V-Ring bag she is clutching, which covers her body.

Another dances erratically in the moonlight while in a kneeling position.

A woman with long blonde hair appears often in different looks. In one scene she wears an overstated hat as she sways in motion looking sorrowful.

Throughout the film, oftentimes what little light can be seen will vanish, as if someone is taking flash photography with a bright strobe light.

### *Valentino's spring/summer campaign video*

Valentino's short ends with screeching strings, and the name "Valentino" appearing in a flash on the screen.

Creepy fashion

Other labels have mixed fashion and frightening storytelling.

British fashion label Stella McCartney celebrated the Halloween spirit while putting a focus on transformation and irresistibility in a recent spot.

Stella McCartney's "The Stella Wolfman" video views similar to a classic horror film but with a high-fashion twist.

Stella McCartney looks to Philippa Prince in the creation of the video that shows even a werewolf is irresistible in the brand's apparel ([see story](#)).

British fashion house Alexander McQueen similarly created a surreal narrative film to accompany its spring 2014 print advertising campaign.

The film featured British model Kate Moss, a longtime collaborator of the house, in a futuristic world. By creating a narrative-driven video, the brand was able to communicate more about the collection and attract more shares of the video ([see story](#)).

"I don't think it's unique as it is an aesthetic that comes through an array of fashion storytelling that you can find in no else that describe characters in fashionable attire that have a dark or macabre style," Ms. Smith said. "When high-fashion introduces their pieces in this way, it draws its audience into this alluring look at their collections."

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.