

APPAREL AND ACCESSORIES

Valentino goes underground for VRing bag collection

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Valentino's new bag showcased on New York public transportation. Image credit: Valentino

By STAFF REPORTS

Italian house Valentino is leveraging the amateur style of a popular Instagram account to harness an authentic campaign for a new bag.

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Ranging in price from \$845 to \$3,295, Valentino's new VRing bag collection is taking a personal approach to a campaign. The various pieces of the collection are shown off in a series of seemingly nonprofessional photographs, featuring only individuals' hands while riding the subway, in line with the account @SubwayHands.

Valentino on the subway

Instagram account @SubwayHands devotes its time to sharing random pictures of travelers' hands on the New York subway system, a motif that Valentino is tapping into for the VRing bag.

For instance, one woman is shown holding a bouquet of flowers in one hand and a VRing bag in another, while in another image a woman sits reading the newspaper with the bag on her lap, only her hands and belongings shown.

The pictures are not high-res, with the look and feel as if a camera phone took them. The campaign puts in perspective a unique contrast with the high-priced bag featured on public transportation in low quality photography.

[View this post on Instagram](#)

The subway has long been a study in human behavior. Fake eyelashes are applied, love is professed, books are read, and strangers glance at one another, taking an inventory of what the world appears to be today. In celebration of the #VRING bag, Valentino looked to @subwayhands to interpret the bag as a vehicle for dialogue, a common connection among the lives of diverse New Yorkers. Emmanuel and Kirsty have been together for three years now. They live in a one-bedroom in Williamsburg and work 5 minutes from each other in the West Village. Both work late hours, so their morning rides in the subway are cherished as a moment of reflection together. On Emmanuel's birthday, Kirsty bought him a single lily, and hid it in her purse to give to him during their commute. Discover the #VRING bag and its journey with @subwayhands at the link in bio. #VRingStation

A post shared by Valentino (@maisonvalentino) on Mar 13, 2019 at 8:05am PDT

Instagram post from Valentino

Valentino has begun to show the Valentino Garavani Vring bags by Maison Valentino on social, with an Instagram picture featuring an alleged couple from Williamsburg holding a Lily flower and the bag.

The Italian house's spring/summer 2019 campaign also had an interesting theme, focusing on extremes, but its high-fashion motif had the ability to send chills up viewers' spines.

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 ([see story](#)).

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