

APPAREL AND ACCESSORIES

Valentino's passion for color is red hot

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Valentino highlights red for its pre-fall collection. Image credit: Valentino

By STAFF REPORT'S

Italian fashion label Valentino is highlighting a color that it feels is an icon of the brand in new initiatives across social and online platforms.

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Valentino has had an ongoing love affair with the color red since the brand's inception and it is reigniting that love in a new campaign. Working with model Sokhna, Valentino is highlighting the red, or "Rosso," pieces of its pre-fall collection.

Red and Valentino

The label has created a series of short films and photography with the model, focusing only on pieces in its iconic red hue.

Films of Sokhna show her frolicking and playing alone on the grounds of the Villa Pisani National Museum in Stra, Italy.

The model is shown standing on the edge of a fountain, running through mazes of hedges, rolling around in a field of flowers and partaking in many other carefree activities.

While the films' only sounds come from a playful classical score, captions on various social media posts include quotes from the model such as "What most people don't know is that hide and seek can be played alone. It's more interesting when you're just searching for yourself," and "I used to get lost here as a kid. Now, I still get lost. But I revel in it."

[View this post on Instagram](#)

What do you like to do on a Sunday morning? For @sokhnaforreal it's all about leaving the house and going on a day trip. This weekend, fields of flowers and fountains galore marked a day at Villa Pisani. #Rosso directed by @felix_cooper at #VillaPisani. Discover more at the link in bio.

A post shared by Valentino (@maisonvalentino) on Jun 4, 2019 at 8:24am PDT

Instagram post from Valentino

Valentino has also assembled its favorite "Rosso" pieces from the pre-fall 2019 collection on a dedicated Web page.

The header of the page features an image from the campaign, along with the tagline "The Valentino Iconic Red: A distinctive element that characterizes the dresses of the pre-fall '19 collection." On it, users can browse various "Rosso" looks such as a nylon coat with ruffles, a pair of Vlogo calfskin derby shoes, a Vlogo bracelet, embellished organza dress and more.

Recently, Valentino leveraged the amateur style of a popular Instagram account to harness an authentic campaign for a new bag.

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 ([see story](#)).