

APPAREL AND ACCESSORIES

Valentino films sunny flash mob in eyewear push

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Valentino's eyewear campaign. Image credit: Valentino

By STAFF REPORTS

Italian fashion house Valentino is flaunting its eyewear in a short depicting an impromptu dance party at Paris' Place Vendme.

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A short film follows four women who receive a pair of sunglasses and directions to join a flash mob at the landmark. With this campaign, Valentino is leveraging an eye-catching spectacle from the real world to get consumers' attention in social media.

Place Vendme party

Valentino's film opens as four women wake up at their respective homes. While they are going about their morning routines such as drinking coffee, a courier arrives at their doorsteps with a red Valentino box.

Inside the packages are pairs of sunglasses and a mysterious slip of paper bearing the coordinates to Place Vendme.

Dressed in different shades and red Valentino ensembles, the women make their way to the location.

A flash mob ensues, as the women join a group of dancers bopping to an upbeat soundtrack.

The dancers are a diverse crew, with both young and old joining in the experience.

Valentino's film is a promotion for its V logo sunglasses. At the end of the short, an aerial shot shows the models dancing in a V formation.

Valentino's eyewear campaign

Lately, Valentino's marketing has taken a realistic approach, as social media makes unfiltered content more prevalent.

The brand recently 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 took 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](#)).

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