

FRAGRANCE AND PERSONAL CARE

## Valentino adds an edge to romantic fragrance film

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*Valentino's new Born In Roma collection includes a men's and women's fragrance. Image credit: Valentino*

By SARAH RAMIREZ

Fashion label Valentino is giving Italian romance a modern update in a film for its latest fragrance collection for women and men.

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Director Harmony Korine helmed the "Born In Roma" vignette, which stars Adut Akech and Anwar Hadid as two lovers on an adventure in the Roman countryside. The film includes cultural touchpoints reflective of Valentino's Italian heritage while staying fresh with a contemporary soundtrack and other edgy touches.

"Valentino, like all brands, must evolve," said Chris Ramey, president of [Affluent Insights](#), Palm Beach. "Here, it stretches the traditional perception of all that is Italian.

"Instead of bad boy,' the ad reflects a bad girl' in an extraordinarily sexy manner reflecting youth and freedom," he said.

### Italian love

Born In Roma begins with Ms. Akech seductively approaching Mr. Hadid on a cobblestone street. She wears a ruffled pink gown and accessorizes the feminine dress with geometric earrings and a black motorcycle helmet.

Mr. Hadid is leaning back in his motorcycle, classically dressed in jeans, a white shirt and a leather jacket. He lets his partner take control of the bike as their joyride begins.

*"Born In Roma" follows the adventures of a young couple at an Italian villa*

An operatic note hits as a brief glimpse is shared of the couple in a dark villa. Then the score changes from instrumental music to a pulsating hip-hop track titled "Roma" by Trinity Ezah.

Ms. Akech is shown driving the motorcycle with Mr. Hadid's arms around her waist, a reversal of the typical image of a man and woman on a motorcycle. She boldly leads a small group of bikers through the Italian village and onto a tree-lined country road.

Everyone arrives at an empty villa, and Mr. Hadid dramatically pushes the front doors open. Ms. Akech removes

some sheets to reveal a sound system, and a dance party gets underway.

The young group of friends represent a diverse audience that is likely to resonate with younger consumers. This is a strategic move as the Valentino fragrances are offered at an entry-level price point.

Donna, the women's fragrance, has notes of jasmine and vanilla bourbon, while Uomo blends together sage, salt and ginger. Italian women are often addressed as "donna," and "uomo" translates to man.

The bottles compliment each other, as well as Valentino's other fragrances, with a spiked glass exterior with matching black toppers and labels reading "Valentino" in pink. Donna comes in a clear bottle, exposing its romantic pink juice, and Uomo's dark bottle reads as more mysterious.

[View this post on Instagram](#)

"I like admiring Rome and the city's balance between tradition and modern perspectives." - @pppiccioli reflects on Rome, the principal inspiration for the new #BornInRoma fragrances for women and men.

A post shared by Valentino (@maisonvalentino) on Sep 14, 2019 at 4:58pm PDT

#### *Valentino shared more campaign insights on Instagram*

Valentino's vignette ends with the couple sneaking away for private moments together, contrasted with footage of men riding their bikes outside the villa. The entire group poses together at the spot's conclusion.

On Instagram, the maison also posted several videos in which creative director Pierpaolo Piccioli shared his concept behind the new fragrances and film. He elaborates on his views of the tension between tradition and modernity in Rome.

## Scent of Valentino

Similar to the Born In Roma campaign, recent Valentino efforts have featured free-spirited characters.

Working with model Sokhna, Valentino highlighted the red, or "Rosso," pieces of its pre-fall collection in a series of short films.

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 ([see story](#)).

Born In Roma is the first launch since Valentino signed a multi-year fragrance agreement with global beauty group L'Oral.

The multi-part, multi-year deal between one of the biggest players in beauty and fragrance and one of Italy's most well-known fashion brands took effect on January 1, 2019.

Valentino is one of the most prestigious fashion brands in the world, driven in part by the popularity of its various fragrances, including Valentino Donna, Valentino Uomo and Valentina. Previously, Valentino fragrances were produced under a licensing agreement with Puig ([see story](#)).

"Fragrance is a unique category; luxury brands can hit lower and opening price points without damaging the brand and open the door to new clients," Mr. Ramey said. "Valentino possesses a brand elasticity allowing it to sell fragrance at a lower-than-luxury price point."

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