

APPAREL AND ACCESSORIES

Valentino shares whimsical, interactive look inside its legacy

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Chez Maison Valentino is an interactive look at the label's history. Image credit: Valentino

By SARAH RAMIREZ

Italian fashion house Valentino is celebrating its storied heritage in an interactive online experience, balancing legacy with creativity.

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Chez Maison Valentino is the label's animated interpretation of its history told through the different rooms of its Roman headquarters, Palazzo Mignanelli. Interactive campaigns have becoming more popular as brands navigate a changing world and aim to engage consumers amid the coronavirus crisis.

"The Valentino brand is one that merges its past, present and future," said Kimmie Smith, cofounder/creative and style director of [Athleisure Mag](#). "Being able to see all of those that come together from the creators, celebrities and those that are the lensing the content, showcases how it is a living brand that has maintained its longevity.

"It also explains why Valentino has endured and the paths that it took to maintain its reputation while also taking on challenges to stay innovative," she said.

Chez Maison Valentino

The Valentino site features the illustrated Chez Maison on its own landing page. Artist Joana Avillez illustrated the project.

The pink Renaissance building is shown with seven different animations from various entrances and windows. One window shows a group of paparazzi while another shows a seamstress working on a mannequin.



An illustration of Valentino's 2020 fall/winter collection. Image credit: Valentino

When clicked, each animation takes users to a different story or feature about Valentino or the house's creative director, Pierpaolo Piccioli. Many include additional content, such as short films.

"This interactive campaign is unique as you get to know the about the brand from an array of perspectives from the House, the designer, those that are integral to it and where the inspiration comes from," Ms. Smith said. "With immersive videos that reflect all of these aspects that are also cited from a number of sources, you get the depth of what this brand means within the world of couture."

For instance, clicking an animated film reel reveals a theater room and a roundup of Mr. Piccioli's favorite films. Selections include the Italian drama *La Notte* and the romance *The Piano*.

The paparazzi reveal 30 iconic Valentino designs worn on the red carpet by celebrities including Lady Gaga and Jennifer Lopez. A journal opens up to the library, and a collection of recent Valentino campaigns and collections.

The seamstress leads to an haute couture atelier, with different touchpoint revealing factoids and questions for viewers. The multiple choice questions focus on Valentino designs and techniques, such as the Budellini and Honeycomb workmanships.

There are eight different experiences in total.



An illustration of Pierpaolo Piccioli in his studio. Image credit: Valentino

"Through each click, you're taken within the walls of the brand and get to experience what it is like being there," Ms. Smith said. "It adds a layer of visual texture that allows you to appreciate the thought and effort that goes into its production of a vast assortment."

"The campaign is effective as it's something that can be consumed over a period of time and it provides a number of references to explain who Valentino is as a brand."

Virtual Valentino

With the coronavirus pandemic halting most in-person activities and forcing even luxury houses to work remotely, many have embraced virtual events or interactive campaigns to continue engaging consumers.

British fashion label Burberry is taking its pop-up experiences virtual, engaging luxury shoppers who may not be ready to return to in-person retail.

To celebrate its Animal Kingdom campaign, Burberry is complimenting its in-store pop-ups with a digital

experience. Consumer-facing experiences remain an important way for brands to connect with consumers, even as the coronavirus pandemic has limited in-store shopping ([see story](#)).

Italian fashion giant Gucci has introduced a virtual tour of Gucci Garden, a building on Florence's Piazza della Signoria that houses the label's museum and curated by creative chief Alessandro Michele.

Visitors can take the Gucci Garden Virtual Tour, exploring the rooms, objects, exhibitions and ambience of this digital complement to the physical building ([see story](#)).

"I think that interactive and digital campaigns have always been important as a means to reach different audiences from those that are true enthusiasts and loyalists to the brand as well as those that may not be directly associated," Athleisure Mag's Ms. Smith said. "In these times, the ability to escape and to have access to content that you can also share with others whether through your personal network or to amplify to those that you only know through social interaction is a way to stay engaged and to share."

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