

APPAREL AND ACCESSORIES

Valentino decorates its animated maison for the holidays

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Shoppers visit the Chez Maison Valentino for the holidays. Image credit: Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion house Valentino is giving its Chez Maison a festive holiday makeover.

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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. Artist Joana Avillez shared more illustrations for the holidays, revealing some surprises behind the building's windows and doors.

Chez Maison for Christmas

The illustrated Chez Maison has on its own landing page on the Valentino site. Visitors can click the various animations in the entrances and windows to uncover different features about Valentino or the house's creative director ([see story](#)).

For the holidays, the pink Renaissance building has been decorated with a three-story tall Christmas tree and an ornate wreath. Garland adorns the balconies for another flourish.

Shoppers and carolers are seen outside, and a fashion show is taking place on the rooftop.



The Valentino boutique is ready for the holiday shopping season thanks to artist Joana Avillez. Image credit: Valentino

Some of the interactive experiences have been updated for the season.

Clicking on a balcony window filled with red Valentino gift bags leads to an illustration of a bustling boutique. Shoppers can look at curated gift selections, organized as "tiny treasures," "iconic" and "exclusive."

The rooftop fashion leads inside to an atrium, where visitors are wearing illustrated interpretations of the #ValentinoEmpathy campaign.

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