

APPAREL AND ACCESSORIES

Valentino taps Zendaya as new face of label

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Zendaya is the new face of Valentino. Image credit: Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Valentino** has recruited Zendaya as its new face as it looks for a youthful and romantic refresh of its image.

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Valentino creative director Pierpaolo Piccioli handpicked the 24-year-old actor, who won an Emmy Award for her starring role in the HBO television series "Euphoria." Valentino has marked her debut in the role by featuring her in photos carrying its Roman Stud Nappa Chain bag.

"The reason why I chose Zendaya as the new face for Valentino campaign is because she perfectly embodies and represents what Valentino is and stands for, today," Mr. Piccioli said in a statement on Instagram. "She is a powerful and fierce young woman that uses her talent and her work to express herself, her values and her generation as well."

A study in refinement

In her debut campaign, the actress, whose full name is Zendaya Maree Stoermer Coleman, poses on a wooden table. She is barefoot and dressed in extravagant gowns, holding the new Roman Stud chain bag.

The images one in a black color scheme and another in a white color palette reflect the romanticism Mr. Piccioli is striving to embrace with Zendaya's new role.



Valentino creative director Pierpaolo Piccioli enlisted Zendaya as the new face of the brand. Image credit: Valentino

This is not the first time Zendaya has worked with a luxury label, as she has served as an ambassador for both Bulgari and Lancme. She also developed her own clothing line, Daya, and worked with Tommy Hilfiger on designing collections.

In 2019, Zendaya starred in the "I Can, We Will" effort for Lancme's Idle scent. Pairing the young star with a feminist message helped the prestige brand resonant with millennial and Generation Z consumers ([see story](#)), a strategy Valentino hopes to replicate.

Valentino has recently tapped into themes of individualism, freedom and expression and seems to be moving towards a more eccentric identity ([see story](#)).

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