

APPAREL AND ACCESSORIES

Valentino adds glamour to lockdown in tongue-in-cheek campaign

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Ms. Kunakey lounges at home. Image credit: Valentino

By ELLEN KELLEHER

Italian fashion brand **Valentino** is playfully riffing on the deprivations of lockdown by spending a week in quarantine with a chic, but bored, model.

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In collaboration with *Vogue Paris*, the short follows French model Tina Kunakey and her "imaginary adventures in Valentino" during a week in lockdown. The footage shows the 23-year-old model acting out her relatable daily routine while confined to her apartment and dressed in the elegant designs of Valentino creative director Pierpaolo Piccioli.

"We have all been navigating the strange times of 2020 across the globe," said Kimmie Smith, cofounder and creative director of **Athleisure Mag**, New York. "The campaign shows how we all appreciate the sound of the subway, watching movies on projection screens and the endless Zooms that we do for work and recreationally.

"I love everything about this campaign as we're all finding ways to treat ourselves to break up the mundane nature of what our days have been like for all of these months."

A day in the life

Over the course of a work week, Ms. Kunakey entertains herself by waltzing around or lounging alone in her apartment.

The short is filled with shots of Ms. Kunakey outfitted in Valentino clothes in shades of pink, red and green. A Valentino Garavani Roman stud bag is often within reach, adding a hint of glamour to the screen.



Ms. Kunakey pretends she is riding the Paris Metro. Image credit: Valentino

"Tina is like everyone else, and as for everyone else, this new reality of lockdown is frustrating," says narrator Loc Prigent, a French director and writer.

On Monday, she begins the day gripping her shower rod and daydreaming that she is riding the Paris Metro to the *Vogue* offices.

Another true-to-life moment shows the model having Happy Hour drinks with her friends through a video conference.

Ms. Kunakey uses fantasy as an escape from her apartment

"Valentino, like most iconic heritage houses showcases their stellar looks being worn in these activities," Ms. Smith said. "As a house, they are still going to create the looks and accessories that they are known for and they can still be enjoyed as we find ways to get through our day."

By Thursday, Ms. Kunakey has escaped from her apartment in dramatic fashion, dressed in a colorful flamenco-style dress from Valentino. Having missed the Cannes Film festival and trips to the movies, she organizes an outside movie for herself, with the projection cast on a white sheet and the Eiffel Tower looming in the distance.

The final scenes focus on Friday, when the "only thing left for her to do" after such a jam-packed week of following her fantasies are "manual activities that will relax her."

On her day of rest, she finds her great-aunt Marie-Adelie de la Cornette's modeling clay and sculpts a tiny pink Garavani Roman stud bag to match her own.



Ms. Kunakey tries her hand at clay modeling. Image credit: Valentino

"She is Auguste Rodin, Camille Claudel," Mr. Prigent says. "She forgets about time. It helps her unwind."

New levels of creativity

In recent campaigns, Valentino appears to be focusing on youth culture and emotive ads that resonate with consumers.

The label recently recruited Zendaya as its new face as it looks for a romantic refresh of its image.

Mr. Piccioli handpicked the 24-year old actor who won an Emmy award for her starring role in the HBO television series "Euphoria." Similar to what it did in the short with Ms. Kunakey, Valentino also marked Zendaya's debut in her

role by featuring her in photos carrying a Roman Stud Nappa Chain bag ([see story](#)).

In keeping with its latest video, Valentino has also recently tapped into themes of individualism, freedom and expression and seems to be moving towards a more eccentric identity.

Earlier this year, the Italian fashion house paraded its eyewear collection in an ethereal campaign inspired by the senses ([see story](#)).

At a macro level, Valentino's latest campaigns zero in on the disconnect people have experienced from reality as the pandemic has dragged on.

"It's nice to see how the brand showcases who they are while being sensitive to how we are living as a collective," Ms Smith said. "It would not be authentic for the brand to design pieces that are not true to who they are, but it would be inappropriate to create a campaign that does not lean into what the past 9 months have been and that balance is appreciated."

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