

APPAREL AND ACCESSORIES

## Valentino celebrates individuality, talent in inspiring campaign

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*Larissa Iapichino for REDValentino. Image courtesy of Valentino*

By NORA HOWE

Italian fashion label Valentino is presenting a new journey of its "Inspired By" project, an effort dedicated to visionary leaders who embody the values of the brand.

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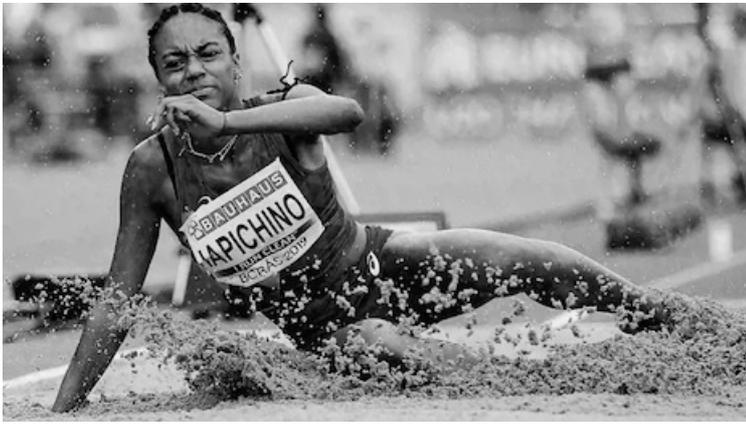
The newest REDValentino project highlights Italian long-jump athlete and student Larissa Iapichino, who embraces the brand's celebration of authenticity, talent, uniqueness and femininity. "Inspired by REDValentino" is dedicated to the free and independent individuals who challenge life and create new meanings and perspectives.

Inspired by RED

The 18-year-old athlete was born in Borgo San Lorenzo to Italian pole vault champion Gianni Iapichino and Olympic silver medalist long jumper Fiona May. At the age of 16, Ms. Iapichino set a record at the Agropoli competition with a 6.64m jump.

"I am very happy to be collaborating with REDValentino, a unique and vibrant brand, with an elevated and authentic design, which I believe reflects my style," Ms. Iapichino said in a statement. "I really feel that my way of being romantic and at the same time a little bit out of the ordinary in my sports and daily life is in line with the brand's values.

"I am still a dreamy teenager with two souls: one as a professional athlete, and second as a future student of law, willing to make things right," she said. "I can see REDValentino being my partner in delivering the message that dreams can come true with one's own, original, feminine way."



*Larissa Iapichino is a renowned Italian long jumper. Image courtesy of Valentino*

In 2019, during the U20 European Championship, she won the gold medal with a 6.58m long jump, while still belonging to the U18 category. Later that year, she was awarded the "Revolution of the Year" prize at the Italian Gazzetta dello Sports Awards and was appointed the U20 Female Athlete by FIDAL.

She is currently in her fifth year of Leonardo Da Vinci scientific high school in Florence, Italy. Her passions are photography, fashion and writing.

The documentary project delivers a sincere portrait of Ms. Iapichino's life, which never has a dull moment. It juxtaposes her endeavors as a teenage student striving to be a lawyer with her life as a successful professional long jump athlete.

In each of the four dedicated films, Ms. Iapichino invites the viewer into both facets of her life where she combines passion, integrity and romance. By profiling Ms. Iapichino, Valentino is inspiring viewers to break boundaries and records and create new paths.



*The "Inspired by REDValentino" project amplifies the brand's collection. Image courtesy of Valentino*

With a collection of four videos and eleven images, Valentino aims to further amplify its REDValentino collection and open a long lasting relationship with the athlete throughout 2021.

#### Getting younger

Through various endorsements and campaigns, Valentino has recently tapped into themes of youth, freedom and

eccentricity in efforts to reach younger affluent consumers.

In December 2020, Valentino recruited American actress and model Zendaya as its new face as it strived to reset its image. 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.

The brand marked her debut in the role by featuring her in photos carrying the Roman Stud Nappa Chain bag ([see story](#)).

In August, the brand promoted its eyewear collection in an ethereal campaign inspired by the senses. The campaign film featured three models wearing three unique sunglasses styles as a mystical female voice narrates their activity, such as running through fields, picnicking or riding in trucks ([see story](#)).

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