

APPAREL AND ACCESSORIES

Valentino introduces branded version of card game

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Valentino has unveiled its own version of We're Not Really Strangers. Image credit: Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Valentino** is looking to woo a younger audience with a new version of a card game.

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Joining forces with Koreen Odiney, founder of "We're Not Really Strangers," the Italian brand has unveiled a 25-card game featuring questions that pertain to empathy, individuality and positivity. The cards feature the brand's signature V logo and the full deck will be made available for online play on Valentino's Web site.

"Empathy, individuality and positivity cornerstones of both Valentino and We're Not Really Strangers are all on the table for the new game, envisioned by Koreen to be played among friends, loved ones or even someone you've just met," Valentino said in a statement.

Game night

Available this month, the card decks will also be distributed in limited quantity in select Valentino boutiques.

Game questions include "Who in your life can you have more empathy toward?" and "When was the last time you felt truly understood by somebody?"

As a promotion, Ms. Odiney arranged to play the game with Valentino's creative director Pierpaolo Piccioli, and the contest was filmed. As Ms. Odiney quizzes Mr. Piccioli, the exchange between the two is warm and amusing.

Mr. Piccioli puts his emotional strategies on display as a contestant.

"What has helped you become a great leader?" Ms Odiney asks.

"I think it's passion, talent and a lot of work," Mr. Piccioli replies.

Mr. Piccioli also tells Ms. Odiney that great leaders have to dream.

"If you want to involve people in your dreams, you have to be the first one to dream," he says.

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. Mr. 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](#)).

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