

APPAREL AND ACCESSORIES

Valentino partners with Levi's on exclusive denim line

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The Levi's x Valentino limited-edition collection is now available. Image credit: Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label Valentino and U.S. denim brand Levi's have teamed for a limited run of jeans designed by creative director Pierpaolo Piccioli.

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The Levi's for Valentino launch features the Vintage 517 and Vintage 517 Re-Edition jeans. Each denim style is available for both men and women, with special packaging and labeling to distinguish the pieces as part of the collaboration.

Valentino denim

Each Vintage 517, the bootcut style that debuted in 1969, has been upcycled from pre-owned jeans and has its own characteristics. Priced at \$1,150, every pair is numbered as part of a limited run of 517 jeans.

The 517 Re-Edition jeans are a new style by Mr. Piccioli that reinterpret the vintage design. With a more relaxed fit, these pairs are priced at \$990.



The Levi's x Valentino jeans have unique details. Image credit: Valentino

Inside of every pair is a special Levi's x Valentino stamped label. To further elevate the buying experience, each pair of jeans is packaged in a red tin box as a memento.

Valentino has been ramping up its collaborations, most recently partnering with actor Emma Roberts's book club, Belletrist, to release its first text-only ad campaign. The label also gave nine authors the opportunity to craft their own stories, all text-only and mentioning the brand, to be displayed at select independent bookstores across the U.S. ([see story](#)).

Other luxury brands have also experimented with limited-edition denim collections.

In 2019, Italian fashion label Versace worked with Canadian-based retailer Ssense to launch its reborn Versace Jeans Couture line in North America.

Originally debuted in 1988, Versace Jeans Couture returned with a contemporary line of denim with a streetwear style. Ssense was the exclusive retailer for the collection's North American launch, which was celebrated through an in-store installation and online editorial ([see story](#)).

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