

APPAREL AND ACCESSORIES

Valentino paints a new chapter for Collezione Milano

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"Untitled 2021" by Zhang Zihao. Image credit: Valentino

By NORA HOWE

Italian fashion house Valentino has turned to emerging artists for the newest chapter in its Valentino Collezione Milano campaign series.

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The brand worked with five painters from around the world to create one-of-a-kind works featuring accessories from Valentino Collezione Milano. Chosen for their unique perspectives and approach to the craft, the painters were given complete creative freedom to create worlds of their own for the campaign.

On canvas

Earlier this month, in collaboration with American actor Emma Roberts' book club, Belletrist, the previous Collezione Milano campaign focused on the literary community.

The brand gave nine authors the opportunity to craft their own stories, mentioning Valentino, that nine U.S. bookstores put on display in their front windows, ultimately celebrating the house, literature and book lovers.

The Valentino Collezione Milano: The Narratives project completely eliminated imagery and placed the spotlight on the written word. The partnership with Belletrist gave Valentino the opportunity to work directly with independent bookstores, highlighting their work and attracting more book- and fashion-loving consumers ([see story](#)).

With its latest installment of the campaign series, Valentino is focusing on the art of painting.



"La Clef" by Alexis Ralaivao. Image credit: Valentino

In a statement, Valentino expressed the idea of being radical is an act of awareness, the will of an individual gesture, requiring both knowledge and freedom in personal expression. This theme has been carried out through its various Collezione Milano projects.

For the creative project, French painter Alexis Ralaivao took Valentino on a journey between his exhibitions and his process, at home, in the studio and through the streets of Paris.

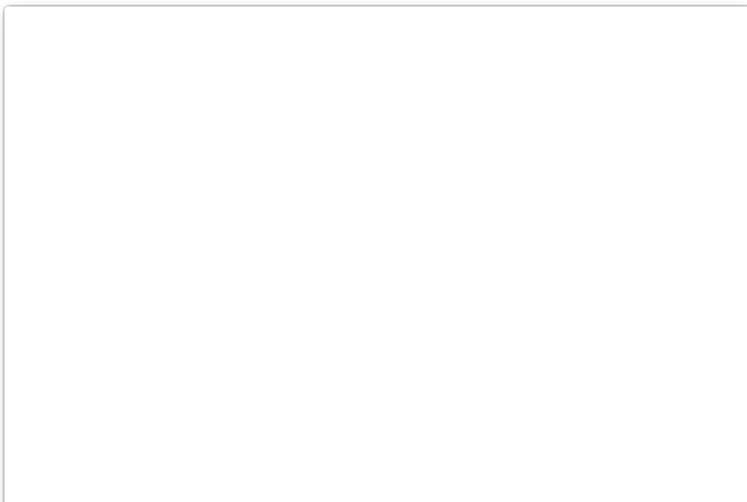
In "La Clef," Mr. Ralaivao brought a new perspective to the Valentino Garavani Roman stud top handle bag.

Osaka-born Iori Nagashima painted a fleeting moment of a figure under rainfall carrying the Valentino Garavani Roman stud crochet bag. The Japanese artist claims that creating a piece of artwork is an act of picking up a story.

Born in London in 1993, Louise Giovanelli has been garnering attention as a young artist for her ability to incorporate new life into historical Western subjects.

For the Valentino project, she explored the materiality of the Garavani Roman stud top handle bag, considering each fold, indentation, line and flicker of metallic light to create her piece.

South Korean artist Nahum Kim created a starry landscape, catapulting the shining studs of the Valentino Garavani Roman stud top handle bag into space.



[View this post on Instagram](#)

A post shared by Valentino (@maisonvalentino)

The fifth artist, Zhang Zihao emphasized the balance between the known and the unknown in his "Untitled, 2021" piece for Valentino. Two monochrome works, side by side, tell a story of duality and vitality for the project, featuring the Valentino Garavani crochet sneakers.

Fine art and fashion

Over the past year, fashion brands have made significant shifts toward the celebration of art and creativity through collections and brand strategies.

Dior's "Lady Art" campaign is an annual celebration of creativity and craftsmanship. Artists from around the world create unique interpretations of the iconic Lady Dior bag. The label showcases these artists and their creative processes and inspiration behind their unique pieces through short videos.

In 2019, Dior enlisted solely women artists for the campaign in a move emphasizing creative director Maria Grazia Chiuri's commitment to bringing feminism to fashion ([see story](#)). For 2020, there was a greater emphasis on how artists reworked an assortment of materials and textiles for their creations ([see story](#)).

LVMH-owned Italian fashion brand Fendi commissioned New York-based artist Sarah Coleman to reinterpret its Miami Design District boutique and create a series of unique pieces for the annual Design Miami fair.

Fendi is dedicated to breaking barriers and setting new standards for luxury through the development of new elements and design techniques. Inspired by this tradition, Ms. Coleman felt encouraged to reimagine and repurpose the brand for the Design Miami event, ultimately creating a retro yet classic display ([see story](#)).

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