

APPAREL AND ACCESSORIES

Valentino shows Zendaya's artistic side in Roman Palazzo campaign

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Zendaya stars in a series of short films for the Valentino Roman Palazzo campaign. Image credit: Valentino

By KATIE TAMOLA

Italian fashion label Valentino is reuniting with one of the most popular figures in Hollywood for its fall campaign.

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Zendaya, an Emmy Award-winning actress and model, stars in a series of short films for the Valentino Roman Palazzo campaign. The vignettes showcase the actress in a narrative where she is illustrating her craft, representing the stories, thought and humanity behind her generation.

"I think the efforts are effective as they're presented as short snippets but showcases a lot of imagery that allows you to see Zendaya, the house and to get a sense of what they are working on together," said Kimmie Smith, cofounder and creative director of **Athleisure Mag**, New York. "Reading, Staging and Forgetting showcase the steps it takes to present the final product but also the journey of Zendaya herself."

"We want to know how she approaches something and how she is juxtaposed a project that is being given to her," she said. "From the house perspective, seeing key elements of Valentino and as the face of house, it really illustrates how versatile the brand is across demographics."

Reading, staging and forgetting

Valentino has released three vignettes for the fall campaign starring Zendaya, whose full name is Zendaya Maree Stoermer Coleman. Only 24-years-old, she began her career as a model and dancer before finding critical acclaim as an actress on the television series "Euphoria."

The series, headed by creative director Pierpaolo Piccioli and photographed by David Sims, is a story about a young actress meticulously engaged in her craft, but also a more intimate look at Zendaya and what she represents in conjunction with the style and ethos of the Valentino brand.

The first three shorts are entitled "Reading," "Staging" and "Forgetting."

Zendaya ponders a fitting soundtrack in "Reading"

"Reading" opens with Zendaya tapping her foot, reading a script. The actress wonders aloud which soundtrack

would work best with her material.

"I think some big band jazz would do," she says, before she paces the small studio space. She reclines on a couch, takes notes and moves her Valentino Garavani Rockstud Alcove box bag, mid-thought.

"Staging" takes on an even more cinematic feel, opening with voice off camera exclaiming "action" as Zendaya is front and center, sitting at a small rectangular desk, wearing a beige trench coat. The actress writes on a notepad that lay next to her Garavani box bag.

Suddenly, the singer is pacing the stage, a room that is much more darkly lit than the first. She asks the director if they have any jazz, and the shot cuts to a spotlight of her handbag.

"I don't mind being happy, I just want to feel alive," the actress says as she continuously clicks her pen. The vignette ends with shots of her slowly dancing near the set's spotlights.

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A post shared by Valentino (@maisonvalentino)

"Forgetting" opens with Zendaya again reclining on her couch, annotating a script and then pacing the set while rehearsing her lines.

The most in-depth vignette of the three includes a dramatic shot of Zendaya's profile with her voiceover saying, "I was in love once."

Finally, the short ends with a lone shot of the Garavani box bag and the actress pacing, in her element.

Rising star

This is the first film series for Zendaya since she began working with the Italian label.

In December 2020, Valentino recruited Zendaya as its new face as it looked for a youthful and romantic refresh of its image. Mr. Piccioli handpicked the actress and marked her debut in the role by featuring her in photos carrying its Roman Stud Nappa Chain bag ([see story](#)).

Valentino is not a brand to shy away from star power.

Last fall, the label tapped Lady Gaga for a fragrance effort celebrating self-expression. The Voce Viva fragrance campaign featured the Oscar-winning actor and singer in a red Valentino gown near Los Angeles singing a stripped-down version of "Sine From Above," from her most recent album *Chromatica* ([see story](#)).

Before signing on as the face of Valentino, Zendaya served as an ambassador for both Bulgari and Lancme. Her campaigns with Valentino give the storied brand a youthful energy as it looks to engage with a new generation of consumers.

"These efforts allow you to see the brand in an effortless way by really keying in specific pieces." Ms. Smith said. "Although we're watching Zendaya work through a creative process, we're also seeing her natural nonverbal mannerisms that provides movement of what she she's wearing, allowing us to remember the pieces more."

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