

APPAREL AND ACCESSORIES

Valentino announces repositioning, going fur-free by 2022

May 18, 2021



The last Valentino garments to include fur will be in the fall/winter 2021-22 collection. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion house Valentino is announcing that they will be a fur-free brand starting in 2022.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Valentino is pivoting focus to its signature line and also announced plans to terminate the REDValentino collection starting in 2024. The fashion house believes that a fur-free stance is in line with its values, reflecting the house's repositioning and renewed focus on sustainability.

"Maison de Couture for us means creativity, uniqueness, intimacy and an inclusive mind-set," said Valentino CEO Jacopo Venturini, in a statement. "The fur-free stance is perfectly in-line with the values of our company.

"We are moving full-steam ahead in the research for alternative materials in view of a greater attention to the environment for the upcoming collections," he said.

A fur-less future

The Valentino Polar fur company will stop production at the end of 2021.

The last Valentino garments to include fur will be in the fall/winter 2021-22 collection.

Fall/winter 2023-2024 will bring the last REDValentino collection, including clothing and accessories. All activities related to the REDValentino business will be terminated starting in 2024.

Valentino is working with trade union representatives for the management of RedValentino organizational issues and in compliance with disparate country regulations.

"The aesthetic vision of our creative director - combined with the artisanal spirit and excellence of the workmanship - harmonizes perfectly with new technologies and future objectives," Mr. Venturini said. "The inputs to which our customers, or friends of the house, are exposed to every day are many. In this scenario, the concentration on one, and only one brand, will better support a more organic growth of the Maison."



Larissa Iapichino for REDValentino. Image courtesy of Valentino

In January, Valentino presented a new journey of its "Inspired By" project, an effort dedicated to visionary leaders who embody the values of the brand.

The REDValentino project highlights Italian long-jump athlete and student Larissa Iapichino, who embraces the brand's celebration of authenticity, talent, uniqueness and femininity ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.