

APPAREL AND ACCESSORIES

Valentino to show next haute couture collection in Venice

May 28, 2021



The Valentino Code Temporal haute couture show in Rome in January 2021. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label Valentino will present its fall/winter 2021-22 haute couture collection live in Venice, the latest sign that the fashion industry is returning to normalcy amid the COVID-19 pandemic.

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The maison will present Valentino Des Ateliers on July 15 in front of a limited audience. The show will also be livestreamed on multiple digital channels.

Valentino in Venice

According to **Valentino**, the brand took "the opportunity of the delay in production due to these unprecedented times to create something challenging and unique."

Creative director Pierpaolo Piccioli will present his haute couture collection after Haute Couture Week in Paris, which runs July 5 to 8. The show will be streamed on on the Federation de la Haute Couture et de la Mode platform and on other digital channels.



Valentino creative director Pierpaolo Piccioli

"My next couture collection will go under the name of Valentino Des Ateliers and the overall approach to this project has a lot to do with the name itself," Mr. Piccoli said in a statement. "I have challenged myself in orchestrating a symphony of different souls, minds and creative inputs.

"All of these energies drove my vision to Venice," he said. "This city genuinely and spontaneously generates vibrations on art, theatre, music, architecture, cinema and everything that has to do with creativity."

Valentino will invite selected number of guests to Venice, in accordance with COVID-19 guidelines.

In January, Mr. Piccoli revealed his "Code Temporal" haute couture collection at the Galleria Colonna, Sala Grande in Rome. There were no audience members in attendance.

More luxury labels have revealed or teased plans to return to live runway shows in the near future, including Gucci, Saint Laurent and Armani Priv.

Valentino recently reunited with one of the most popular figures in Hollywood for its fall campaign.

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 starring in a narrative where she is illustrating her craft, representing the stories, thought and humanity behind her generation ([see story](#)).

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