

APPAREL AND ACCESSORIES

## Valentino hosts NFT installation at SoHo store

June 1, 2021



*Mr. Stone will be sharing his new animated digital paintings as NFT artworks displayed as a physical installation for Valentino. Image courtesy of Valentino*

By LUXURY DAILY NEWS SERVICE

Italian fashion label Valentino is tapping into NFT with a new installation offering at Valentino Episode SoHo in New York.

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The house will present an installation by London-based artist Matthew Stone, which will bridge digital art and physical community. Valentino's creative director Pierpaolo Piccioli expressed excitement in exploring this new digital territory with the house.

"I have always been bouncing back and forth between digital and physical art-making processes," Mr. Stone said in a statement. "I am excited to bring moving versions of my paintings into a physical installation so that I can show people the virtual and 3D realms that I hang out in, while making my works."

Digital meets physical

NFT are unique, or non-fungible, and easily verifiable digital assets, such as art, music, video and even GIFs and tweets. The NFT market is seeing exponential growth and achieving record sales, even as many consumers still try to wrap their minds around the concept ([see story](#)).

Mr. Stone will be sharing his new animated digital paintings as NFT artworks displayed as a physical installation for Valentino. His process begins with physically painted brushstrokes and ends in the virtual realm with 3D modeling software.

The artist is known for his complex and highly detailed digital paintings printed on linen.

Mr. Stone's works will also be featured in the second phase of Valentino Insights on Valentino.com, starting on June 2.

Valentino Insights is an interactive digital environment that brings a new perspective to the brand through architecture and design, inviting consumers to understand the lifestyle of creative director Pierpaolo Piccioli through immersive virtual reality technology. With this single-player-style exploration program, Valentino aims to

bring its consumers closer to its products and heritage ([see story](#)).

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