

APPAREL AND ACCESSORIES

Valentino returns to Fifth Avenue with Bergdorf Goodman

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The Valentino Garavani handbag shop is located on the first floor of Bergdorf Goodman. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label Valentino is growing its presence in New York with the unveiling of two new stores at department store Bergdorf Goodman's New York flagship.

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The two new spaces, which opened on June 11, are devoted to the label's ready-to-wear and Valentino Garavani handbag collections, respectively. To celebrate the launch, Valentino is also taking over the department store's window displays.

Valentino at Bergdorf's

The Valentino Garavani handbag collection can be found at Bergdorf's 58th Street entrance. It has the same architectural concept as the retailer, with ivory silk and brass enclosed Florence marble shelving.

On the second floor, Valentino's ready-to-wear boutique covers 728 square feet. It features walnut flooring, a black and ivory rug, ivory silk wall panels and a French glass and bronze coffee table to complement the vintage-inspired showcase.

The maison will also present its Valentino Roman Palazzo collection and Valentino Garavani Rockstud Alcove bags at Bergdorf's window displays for a four-week takeover. The displays prominently feature Valentino rosso and red flower installations pop against the store's facade.



The Valentino windows at the Bergdorf Goodman flagship. Image courtesy of Valentino

Valentino also has two monobrand boutiques in New York. The fashion house also closed a flagship on Fifth Avenue in December 2020 ([see story](#)).

This June, Bergdorf Goodman and Neiman Marcus are also participating in several initiatives to mark Pride Month. Both Bergdorf Goodman stores will feature Pride support window displays, in-store visuals and curated product lineups ([see story](#)).

In another push towards in-store shopping, the retailer will also welcome Burberry's World of Olympia pop-up later this year ([see story](#)).

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