

APPAREL AND ACCESSORIES

## Valentino partners with Craig Green, releasing limited edition men's sneaker

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*The new sneaker from Craig Green and Valentino. Image credit: Valentino*

By LUXURY DAILY NEWS SERVICE

Italian fashion label Valentino is marking 10 years of Valentino Garavani Rockstud accessories in a new partnership with a British designer.

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Craig Green has collaborated with Valentino's creative director Pierpaolo Piccioli for the first installment of the project, RockstudX. The two creatives have translated the codes of Valentino to create a new studded-sole shoe and are garnering excitement for the product with a new short film.

RockstudX

This exclusive limited edition of men's sneakers is the first co-creation of the project. With this first creation, Mr. Piccioli and Valentino are setting out to define the brand's future.

At the end of the short films celebrating the collaboration, viewers can see the exclusive sneaker, which is embraced by a sculptural sole made of maxi Rockstud, making the stud both part of the design aesthetic and functionality.

*The new collaboration between designer Craig Green and Valentino*

The sneaker will come in a color palette consisting of black, light ivory, army green and deep grey.

The sneaker was exclusively launched in Dover Street Market London and Ginza on June 12, and is now rolling out in selected Valentino boutiques worldwide and on Valentino.com.

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.

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 ([see story](#)).

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