

APPAREL AND ACCESSORIES

Valentino celebrates Qixi with playful campaign, capsule collection

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Valentino has a new capsule collection and campaign celebrating Qixi. Image credit: Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Valentino** has tapped China's Zhang Yixing, Tang Yan and Luo Yizhou for its Qixi campaign.

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The maison's capsule collection for Chinese Valentine's Day features classic Valentino pieces, including studded handbags, in a red-and-white color palette and heart-print accents. The Qixi Festival, which takes place in August, has become an important holiday for luxury brands catering to Chinese affluents.

Happy Qixi

In three separate vignettes, each Chinese brand ambassador appears to be on a date speaking directly to the camera as if addressing their partner in a home movie.

For instance, Mr. Zhang, known to his fans as Lay, leads his unseen date to a private karaoke booth.

The Chinese rapper and singer hands his date a microphone, encouraging them to sing together. He also shows off his dance moves, including some charmingly goofy spins, as the karaoke lights flash in pinks and reds.

Tiffany Tang for Valentino

Ms. Tang, an actress and singer also known as Tiffany Tang, is seen guiding her anonymous date through an aquarium. In another spot, dancer Mr. Luo spends his date at an arcade.

Each spot ends with the brand ambassadors wishing the viewer "Happy Qixi" before asking "Do you want Valentino?"

Valentino's capsule collection, worn by the three stars, includes heart-shaped handbags, red lace skirts and dresses, sneakers adorned with red studs, hoodies and shorts with embroidered hearts and other playful pieces.

Chinese Valentine's Day, also known as the Qixi Festival, marks the third occasion on China's calendar to celebrate love and romance. Luxury labels often turn to capsule collections to show their unique interpretations of the legend behind this traditional festival ([see story](#)).

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