

APPAREL AND ACCESSORIES

Valentino supports vaccination efforts with exclusive hoodie

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The Valentino (V) Vaccinated hoodies will support UNICEF vaccination efforts. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label Valentino is supporting UNICEF's COVID-19 vaccination delivery program with a limited-edition hoodie.

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Featuring the VLogo Signature, the black hoodies will read "(V) Vaccinated" a simple statement that definitively shows support for global vaccination efforts. All net profits will support **UNICEF**'s role in the global COVAX program.

"Getting vaccinated has become the most effective way to fight this global pandemic, as well as a symbol of respect for others and social responsibility," said Pierpaolo Piccioli, creative director of **Valentino**, in a statement.

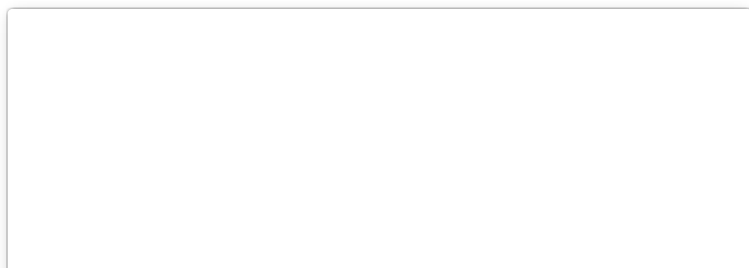
"One cannot hide behind the concept of freedom by deciding not to get vaccinated," he said. "Freedom must always be protected, and we must all fight for freedom but respecting others: the freedom to be ourselves, the freedom of thought, the freedom of love, the freedom to express and fight for our own ideas."

Valentino x UNICEF

Mr. Piccioli was inspired by the "vaccinated" hoodies created by streetwear brand **Cloney**, a celebrity favorite, earlier this year.

According to Valentino, Mr. Piccioli decided to purchase the five hoodies that were initially available earlier this year, gifting several to his friends, including house ambassador Lady Gaga.

The creative director also posted an Instagram photo of himself wearing a "(V) Vaccinated" hoodie last month.



[View this post on Instagram](#)

A post shared by Pierpaolo Piccioli (@pppiccioli)

"Getting vaccinated is not a choice," Mr. Piccioli wrote on Instagram. "It is a civil liability."

Valentino editions of the "Vaccinated" hoodie will now be sold online, with the pre-sale orders opening on Valentino.com on Sept. 23. The design features a Cloney patch on the left sleeve, paying homage to the original.

Proceeds will support UNICEF, which is helping COVAX procure and deliver more than 2 billion COVID-19 vaccine doses. The COVAX program aims to accelerate the development, production and equitable access to COVID-19 tests, treatments and vaccines to slow the global pandemic.

"Unfortunately, not all countries have equal access to COVID-19 vaccines," Mr. Piccioli said. "With this collaboration, Valentino supports UNICEF in the delivery efforts of lifesaving COVID-19 vaccines."

Last year, Italian fashion label Gucci made a sizable donation to UNICEF USA to support COVID-19 vaccination programs. Gucci awarded of \$500,000 to the nonprofit to allow for the distribution of the COVID-19 vaccine in vulnerable communities ([see story](#)).

"Ensuring global equitable access to COVID-19 vaccines, particularly for frontline health workers and those most-at-risk, is the best chance we have to save lives, ensure economies can restart, and provide families with access to the health, education and protection services they need," said Carla Haddad Mardin, director of private fundraising and partnerships at UNICEF, in a statement.

"That is why we are asking everyone, everywhere to join the race to end the pandemic."

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