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Farfetch, Nataal further partnership celebrating Black creativity

October 6, 2021



Farfetch launched the second part of a year-long campaign celebrating Black creativity in fashion. Image courtesy of Farfetch

By LUXURY DAILY NEWS SERVICE

Online luxury retailer Farfetch and multimedia brand [Nataal](#) have launched the second iteration of their year-long partnership championing Black creativity in fashion.

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Nataal is a global media company celebrating contemporary African fashion, music, beauty, arts and society. As with the first iteration of the project, which launched in February 2021, Farfetch plans to work with Nataal and its community of changemakers to create and distribute content that supports their talent.

"We chose these young artists because together they represent La Nouvelle Vague 'the new wave transforming the art world,'" said Marie Gomis-Trezise, creative director at Nataal, in a statement. "Their diverse practices address their heritage as well as urgent social themes and we hope this story with Valentino brings their work to the world."

Celebrating Black art

This second iteration of the partnership launched in collaboration with Italian fashion house Valentino, and celebrates a new generation of Black visual artists in Paris.



Pieces from Valentino's Act collection are featured in the campaign. Image courtesy of Farfetch

The work of these creatives evokes themes of identity, environment and spirituality. Their stories come to life in this two-part editorial curated by Nataal.

Photographed by Kyle Weeks and styled by Laetitia Gimenez Adam, the artists wear runway looks from Valentino's Act collection against a brutalist cityscape.

The talent featured includes: multidisciplinary artist Alize Quitman, photographer Alexia Fiasco and painters Maty Biayenda, Fabien Conti, Josu Comoe and Elladj Lincy Deloumeaux.

This launch marks one of two in collaboration with Valentino. A third and final iteration of the collaboration series between Farfetch and Nataal will launch later this year.

In another effort toward diversity and inclusivity earlier this year, Farfetch launched a Ramadan campaign highlighting exclusive collections from 30 Middle Eastern and international designers.

The campaign took on various interpretations of modest dressing, showcasing 200 styles for Ramadan and Eid al-Fitr ([see story](#)).

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