

APPAREL AND ACCESSORIES

Valentino leverages Instagram to support young designers

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Marco Rambaldi has garnered praise for his inclusive cast of models. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label Valentino is partnering with the nonprofit Camera Nazionale della Moda Italiana to feature emerging designers during Milan Fashion Week in an ongoing series.

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Season to season, a young guest designer will present their collection on Valentino's Instagram page, [@maisonvalentino](https://www.instagram.com/maisonvalentino). The series will begin during the autumn/winter 2023 Milan Fashion Week in February 2022 with Italian designer Marco Rambaldi.

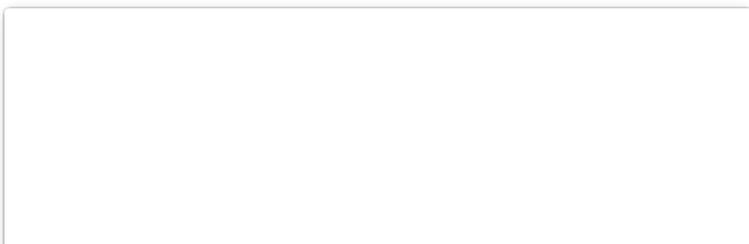
"We decided to approach designers whose sensitivity resonates with our core identity values," said Pierpaolo Piccioli, creative director at Valentino, in a statement.

"Marco Rambaldi's show in Via Lecco was such a graceful and powerful celebration of humanity and a kaleidoscopic vision of beauty," he said. "That's why we decided to start this new project with his collection and I am sure that this will be the beginning of something that will give new energies and inspiration to all of us."

Instagram fashion

Mr. Rambaldi has already established a dedicated following and prioritizes inclusive casting in his shows. He was selected to kick off the new digital series by Mr. Piccioli and Jacopo Venturini, CEO at Valentino.

"I believe that with this collaboration Valentino affirms the desire not only to continue to write its own history, but to spread and nurture all Italian fashion in the decades to come," Mr. Rambaldi said in a statement. "A maison that works alongside an emerging brand breaks the boundaries, steps outside the box, regenerates connections."



[View this post on Instagram](#)

A post shared by Pierpaolo Piccioli (@pppiccioli)

Marco Rambaldi was selected by Valentino's creative director and CEO

Valentino has increasingly leveraged its digital channels to connect with its community.

In July, the maison presented its Valentino Des Ateliers in front of a limited audience, as well as a livestream on multiple digital channels ([see story](#)). More recently, Valentino partnered with fashion styling game Drest for a seven-day exclusive collaboration ([see story](#)).

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