

APPAREL AND ACCESSORIES

Valentino is giving consumers a reason to party

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Pieces from Valentino's Party collection are bright, colorful and loud. Image credit: Valentino

By NORA HOWE

Italian fashion house Valentino is celebrating the joys of being together this holiday season with its latest Party collection and campaign.

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For its holiday collection, Valentino invites everyone to stand out with a new selection of festive pieces and looks, from metallic embellishments to feathered accessories. A short film accompanying the launch of the collection places these colorful, loud pieces within the context of celebration.

Party with Valentino

Dressed in pieces from the Party collection, a group of friends decorates a space that appears to be the location for a later party.

One model hangs white twinkling lights on the wall as another directs both dressed in spirited styles. Metallic puffer coats and sequined dresses reflect the lights, brightening the room even more.

Valentino celebrates being together for this year's holiday collection

Happily together, the friends laugh as they blow bubbles in a room with walls painted red, then they transition into a white room where more friends exchange gifts. An object in the background is wrapped in silver paper, but its unique silhouette reveals its identity: a bicycle.

The friends write holiday greeting cards around a table and jump rope with the extra string lights. They model various pieces, accessories and beauty looks, seemingly using the camera as a mirror.

As the brand looks to connect with stylish and digitally savvy audiences, Valentino joined fashion styling game Drest earlier this month for a seven-day exclusive collaboration.



Special edition Valentino Garavani accessories are included in the spited collection. Image credit: Valentino

Fashion brands continue to look for ways to engage younger audiences through virtual experiences, and gaming has risen to the forefront of these opportunities. For one week, two Valentino challenges featuring the new Valentino Party collection lived in Drest's home feed ([see story](#)).

This holiday campaign primarily aims to remind audiences to have fun this season and to celebrate friendship.

Holiday cheer

With only two weeks left in another year affected by the COVID-19 pandemic, brands are trying to find the good in life.

Prada's Miu Miu took inspiration from the celebratory nature of the night in a holiday-centric campaign highlighting shimmering pieces from the Nuit collection.

Shot by Mert Alas and Marcus Piggott and styled by Lotta Volkova, the campaign stars Ciara Bravo, Kiki Layne and Ever Anderson. Sequin, crystal, satin and velvet take form in various silhouettes in an evening-inspired film in which the three actresses exemplify and define what it means to celebrate and be celebrated.

The campaign explores the glamour and thrill of evening celebrations, as the industry enters its second pandemic holiday season.

Whether on their way out of the party or preparing to start their night, the stars of the campaign shine in bright and reflective pieces from the Nuit collection, designed by Miuccia Prada. The main characters are seen in various areas that exude nightlife, from bars to exclusive nightclubs ([see story](#)).

For its imaginative holiday campaign, French fashion house Louis Vuitton invited shoppers to learn about its house codes. "Louis Vuitton's Holiday House" stars French actor and house ambassador Stacy Martin as she wanders through an enchanted home with surprises around each corner.

The film's engaging storyline, which relies on magical realism, celebrates the joy of giving and gathering. With creative direction by Roman Coppola and film direction by the duo Augustus Punch, the campaign immediately strikes a celebratory tone with the jubilant opening notes of Candi Staton's disco classic, "Young Hearts Run Free" ([see story](#)).