

APPAREL AND ACCESSORIES

## Valentino looks to the past to celebrate the new year

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Brand ambassador and Valentino DiVas member Guan Xiaotong stars in the new Lunar New Year campaign. Image credit: Valentino

By NORA HOWE

Italian fashion house Valentino is celebrating Chinese New Year, which begins on Feb. 1, with a new collection inspired by the brand's tiger print from 1967.

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For the 2022 Year of the Tiger, Valentino reinterpreted its more than half-century-old motif throughout ready-to-wear apparel, handbags, shoes and accessories. A corresponding short film celebrating the event features brand ambassadors Lay Zhang and Guan Xiaotong, singer and actor Dong Sicheng and comedian Jin Jing.

**Ring in the new year**

The tiger motif was originally seen in Valentino's haute couture fall/winter 1967 collection but has been reimagined through a more contemporary lens. The new capsule collection features various "striped" looks for both men and women.

In a short film, Valentino pays tribute to the upcoming Spring Festival, another term for Chinese or Lunar New Year, through an energetic and visually-stimulating narrative.

Brand ambassador Lay Zhang is depicted lounging in front of the television when Guan Xiaotong, Dong Sicheng and Jin Jing appear on his screen and playful antics ensue.

*The collection and film pay tribute to the tiger and the annual Spring Festival*

The collection is available in Valentino boutiques throughout China and on [Valentino.cn](https://www.valentino.cn), WeChat and TMall.

Valentino has made both corporate and marketing efforts over the last few years to better engage the Asia market, and this celebration of Lunar New Year and its heritage reflects a continuation of those efforts.

In August 2021, the brand tapped China's Zhang Yixing, Tang Yan and Luo Yizhou for its Qixi campaign showcasing Valentino's capsule collection for Chinese Valentine's Day. The Qixi Festival has become an important holiday for luxury brands catering to Chinese effluents ([see story](#)).

A few years prior, Valentino partnered with Alibaba for a virtual reality retail experience to promote its line of

Garavani Candystud bags. The virtual pop-up store aimed to create a cohesive and immersive retail experience online and offline and allow Valentino to reach Alibaba's massive audience ([see story](#)).

Better late than never

Valentino's Lunar New Year celebratory campaign comes after a lull following a slew of luxury brands' collections and campaigns honoring the Year of the Tiger.



*Valentino reinterpreted its 1967 tiger motif for this year's collection. Image credit: Valentino*

Italian fashion label Prada raised awareness about animal conservation as part of its campaign for the new year. Tigers are the largest living cat species and are endangered, largely due to habitat destruction and poaching.

The brand launched its "[Action in the Year of the Tiger](#)" initiative and campaign starring award-winning actors Li Yifeng and Chun Xia ([see story](#)).

Taking a slightly more exotic route, Italy's Gucci celebrated the Year of the Tiger with a specially curated capsule collection of ready-to-wear apparel and accessories, for both men and women, featuring various renditions of the animal.

A reinterpretation of a 1960s design by Vittorio Accornero, the new pastel print shows a tiger against a colorful backdrop of foliage.

In a literal reference to the collection's main motif, real tigers roam the scenes of the campaign, having joined a group of friends for high tea in various spaces of a luxurious, retro-style hotel ([see story](#)).

However, after the campaign debuted, several animal rights organizations called the brand out for its "misguided" effort, saying Gucci is "exploiting captive tigers to sell fashion."