

APPAREL AND ACCESSORIES

## Valentino dances in the streets for exuberant spring campaign

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*Zendaya was named the face of Valentino in 2020. Image courtesy of Valentino*

By SARAH RAMIREZ

Italian fashion label Valentino is capturing the optimistic energy of spring in a new campaign fronted by house ambassador Zendaya.

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"Rendez-Vous," filmed by Marcell Rev and Scott Sakamoto, effortlessly flips between carefree city scenes and backstage shots injected with a colorful wardrobe. The vignette is the latest to star Zendaya, who was named the face of Valentino in late 2020 ([see story](#)).

"The campaign feels like it continues a narrative of Pierpaolo Piccioli's Valentino," said James Denman, head of innovation and marketing officer at Yard NYC, New York. "It's full of heart and soul, colors bursting out of the screen, freedom, a creative expression that seeks to overwhelm with its combination of optimism and craft."

Mr. Denman is not affiliated with Valentino, but agreed to comment as an industry expert. **Valentino** was reached for comment.

Come together

The campaign, with creative direction by Mr. Piccioli, was filmed at Los Angeles' Warner Bros. Studios, offering a familiar look at a sunny city street.

As the upbeat track "Crystalised" by The XX plays, the camera follows Zendaya strolling through the street. Seamless edits alternate the scene from the city to the stage, with her bright clothing artfully contrasting against the neutral settings as she seems to float through the scenes.

*The new Valentino campaign offers unique perspectives*

The "Euphoria" actress, who was filmed here by the show's cinematographer Mr. Rev, cheerfully twirls as she crosses the street or inspects the wardrobe rack of Valentino clothing. Among the campaign's featured pieces are the Valentino Garavani One Stud handbag, seen in multiple colorways, and the Valentino Garavani VLogo Signature shoulder bag.

Backstage, Zendaya also briefly encounters Law Roach, who styled the campaign, as well as the Mr. Piccioli.

At the vignette's close, Zendaya is joined by other dancers on the city streets. She fiercely looks back at the camera before walking away in a golden yellow gown.

[View this post on Instagram](#)

A post shared by Valentino (@maisonvalentino)

### *Zendaya is radiant in Valentino*

"The campaign film itself feels somewhat expected it's not like we haven't seen this type of thing before, but smartly, they resisted the temptation to fill the space around Zendaya they let the simplicity and expectedness of the concept be subsumed by her magnetism and personality," Mr. Denman said.

"As a consumer, I'm not sure what I took away from it on a deep conceptual level, but I at least understand there's an emotional connection between brand and star, and in this day and age, that might be enough," he said. "The allure of Zendaya as an emerging icon is at this point inarguable."

### Star power

In less than two years, the relationship between Valentino and Zendaya has become one of the most prominent in luxury fashion.

Last spring, the label showcased the actress in a narrative where she is illustrating her craft, representing the stories, thought and humanity behind her generation. The video series offered a story about a young actress meticulously engaged in her craft, as well as a more intimate look at Zendaya and what she represents in conjunction with the style and ethos of the Valentino brand ([see story](#)).

More recently, Zendaya appeared in a dramatic vignette for the Act Collection for fall/winter 2021 ([see story](#)).

"Zendaya is at this point one of the most iconic young actors, relevant celebrities in the world," Mr. Denman said. "A multi-hyphenate who is something to everyone: a musician, a sci-fi star, a Gen Z icon and injecting new energy into the Marvel universe.

"In this context, there is universal respect for her talent, and in an age where celebrity is either fleeting or built on sand, Zendaya stands out as a thoroughly modern talent," he said. "From Valentino's perspective, the joy and full embrace of creativity and flair that Zendaya represents match the brand perfectly.

"A romantic, full-throated expression of the joy of Valentino. Muse and mission match perfectly."

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