

APPAREL AND ACCESSORIES

Valentino takes over SoHo to celebrate Rendez-Vous collection

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Valentino's SoHo takeover brings several activations. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label Valentino is taking to the city that never sleeps to celebrate its new collection.

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Valentino is venturing to New York's SoHo neighborhood to celebrate its spring/summer 2022 offerings, the Rendez-Vous collection. The house is hosting a variety of activations to capture the spirit of the collection, offering guests a chic and memorable experience.

Valentino adventures

Valentino is providing a stylish playground for fashion lovers, starting with an invitation to pick up a map at the label's SoHo boutique. The map lists the activations throughout the area, gifting consumers a fun and unique means of exploring the neighborhood.

Some stops include a station for portrait sketching with a special SoHo backdrop within the store, a Valentino hot cocoa cart outside the boutique on Spring Street, a Valentino floral shack offering commemorative bouquets inspired by the collection and a vintage Valentino taxi photo booth.



Feeling floral? Consumers can grab a specially arranged bouquet from Valentino. Image courtesy of Valentino

Valentino newspaper boxes are also sprinkled throughout the neighborhood, holding the new Valentino Narratives booklet. The second edition of the booklet is a text-only campaign about love with content from several writers and independent bookstores about the world.

The Valentino SoHo takeover will take place through March 20, from 1 p.m. to 6 p.m.

The fashion label is increasingly turning to experiential retail activations to engage shoppers. Last year, the house tapped into NFT with a new installation offering at Valentino Episode SoHo.

Valentino presented an installation by London-based artist Matthew Stone, which will bridge digital art and physical community. Creative director Pierpaolo Piccioli expressed excitement in exploring this new digital territory with the house ([see story](#)).

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