

APPAREL AND ACCESSORIES

## Valentino launches a second lovely installment for ‘The Narratives’

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A second installment of The Narratives features the genius of 17 writers to be put on display around the world. Image credit: Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label Valentino is once again getting literary with its second installment of The Narratives.

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For the second chapter of its well-read words-only series, the label's creative director Pierpaolo Piccioli invited celebrated authors around the world to offer their words. This resulted in 17 individual, literary-loving layouts.

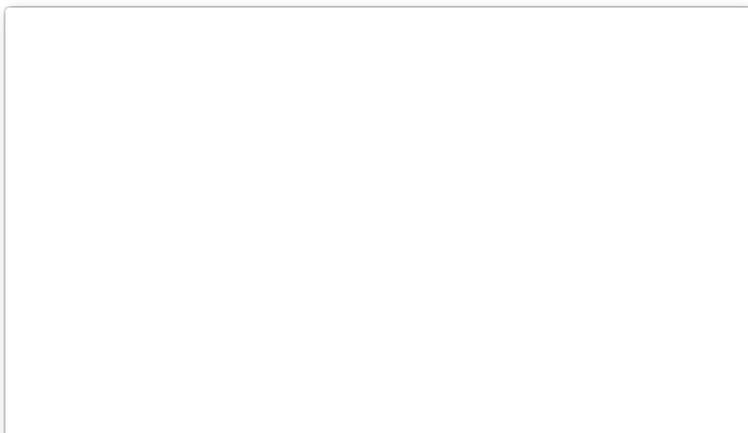
"I know nobody wants to hear about anyone else's dreams, even if they've survived sixth grade together," wrote Michael Cunningham, American novelist, on a layout.

"But I'm trying to tell him something, in a code so personal there's no worry that he'll understand."

Love permeates

Although a theme is not explicitly stated for this chapter in the series, several of the authors' works emanate the idea and entity of love.

Featured authors include Mr. Cunningham, Brit Bennett, Lela Slimani, Douglas Coupland, Hanif Kureishi, among others.



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A post shared by Valentino (@maisonvalentino)

*The Narratives can be enjoyed all around the world*

The campaign will continue to support independent bookstores in association with actor Emma Robert's book club Belletrist. The campaign will also be papered across the streets of several cities around the world.

The latest layouts for The Narratives can be found at bookstores across the United States, including Greedy Reads in Baltimore, MD and McNally Jackson in New York which has covered its windows with the campaign's texts from notable authors.

At Washington D.C's Mahogany Books, the Howard Gospel Choir is celebrating the campaign through song, while 27th Letter Books in Detroit, MI is commemorating the series with the help of drummer Jarelle James.

On Valentino's vertical for the series, consumers can read each campaign layout with full texts, study author bios and even take a literary matchmaking quiz.

Last year, Valentino launched the The Narratives series with the literary community in mind.

The maison partnered with Belletrist in releasing its first text-only ad campaign. Valentino also gave nine authors the opportunity to craft their own stories, all text-only and mentioning the brand, that nine bookstores across the United States put on display in their front windows, ultimately celebrating the house, literature and book lovers around ([see story](#)).

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