

APPAREL AND ACCESSORIES

Valentino continues pop-up series celebrating Rendez-Vous collection

April 12, 2022



Valentino's SoHo takeover. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label Valentino is continuing to host pop-ups across the country in celebration of its spring/summer 2022 offerings, the Rendez-Vous collection.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Having just featured its new collection at Neiman Marcus-owned luxury department store Bergdorf Goodman, Valentino has also brought the pop-up spirit to other cities, including Miami. With additional destinations planned, Valentino is excitedly showcasing its offerings, complete with expected interactive stations.

SoHo, California and beyond

Last week, Valentino set up shop at Bergdorf Goodman, celebrating its new collection with a host of entertaining features. Through April 10, Valentino presented a flower cart on the department store's first floor that distributed bouquets, a pastry stand, a coffee cart and a vintage pink taxi stationed on 58th Street and Fifth Avenue, displaying Valentino's Rendez-Vous branding.

Bergdorf Goodman and Valentino have a strong relationship, as the department store became the only multi-brand retailer in the United States to showcase the Valentino Archive collection last month.



Valentino and Bergdorf Goodman have a strong relationship. Image courtesy of Valentino

Launched on March 24, the retailer is offering customers an opportunity to shop the limited collection, which made its debut on the runway in October 2021 ([see story](#)).

Last month, Valentino also ventured to New York's SoHo neighborhood to celebrate the Rendez-Vous collection. The house hosted a variety of similar activations to capture the spirit of the collection, offering guests a chic and memorable experience ([see story](#)).

Following the success of that pop-up event, Valentino ventured to Miami at the Four Seasons, then activated in South Coast Plaza in California with a Rendez-Vous flower cart.

Additional destinations include San Francisco complete with the recognizable flower cart and sketch artist and Dallas, which will feature a Rendez Vous fresh juice cart.

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.