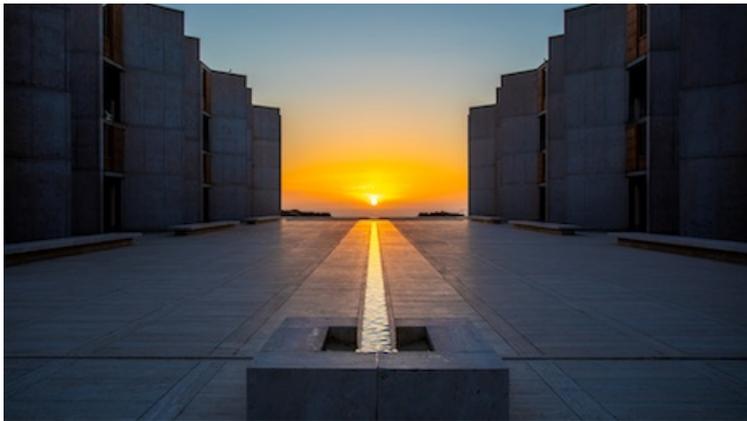


APPAREL AND ACCESSORIES

Fashion highlights heritage, design with upcoming shows

April 13, 2022



Louis Vuitton will host its upcoming cruise show at the Salk Institute in Southern California. Image courtesy of Louis Vuitton

By LUXURY DAILY NEWS SERVICE

As the fashion industry prepares to showcase fall/winter 2022 designs this spring, brands like Valentino, Gucci and Louis Vuitton are spotlighting history and exceptional design through noteworthy locales.

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Gucci will present its fall/winter collection at Castel Del Monte in the Apulia region of Italy, which has been protected as a UNESCO World Heritage Site since 1996, while Valentino will pay homage to its roots at Piazza Mignanelli and Trinita dei Monti in Rome. Louis Vuitton will host its upcoming show at the Salk Institute research facility in La Jolla, California a notable example of Brutalist architecture.

Location is everything

Gucci creative director Alessandro Michele's choice of Castel Del Monte symbolizes his ongoing dialogue and relationship with historical settings.

Known for its unique geometric design, Castel Del Monte was commissioned nearly 800 years ago by Frederick II of Hohenstaufen. Seemingly isolated, the castle stands 540 meters above sea level on a hill.

For Gucci, Castel del Monte represents a merging of people, culture, civilization and religion that is inherently Mediterranean.



Gucci will host its upcoming show at Castel Del Monte. Image credit: UNESCO, Yvon Fruneau

As a way to preserve and promote cultural heritage, the brand will contribute to an enhancement project of the historical site. The show will take place on May 16, 2022.

Gucci is pivoting from its last runway show, which showcased a wide cast of musicians, Oscar-winning actors and more on Hollywood Boulevard in "Love Parade," highlighting more than 100 looks. The event held seats for 500 guests in a celebration joining Hollywood and Gucci ethos ([see story](#)).

Valentino and Roma Capitale proudly announced the Valentino haute couture fall/winter 2022 collection, which will be presented on July 8, 2022, will take place in Pierpaolo Piccioli's creative home Rome.

Like Castel Del Monte, Rome represents a convergence of culture and progressive ideology a city that encourages freedom of expression.

French house Louis Vuitton will host its upcoming cruise 2023 show on May 12, 2022 at the Salk Institute, which was designed by Estonian-born American architect, Louis Kahn, in collaboration with Dr. Jonas Salk, the founder of the institute and scientist who discovered the first safe and effective polio vaccine.

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