

APPAREL AND ACCESSORIES

Valentino taps singer-songwriter Cosima for introspective effort

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British singer-songwriter Cosima at a Valentino event. Image credit: Valentino

By SARAH RAMIREZ

Italian fashion house Valentino is sharing an intimate glimpse at the life of a performer with a new vignette set in Istanbul.

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Directed by filmmaker and photographer Fora Norman, the new short follows British singer-songwriter Cosima as she prepares to perform at an event hosted by Valentino and Turkish clothing store Beymen. The film, which runs more than five minutes, also serves as a showcase of Istanbul.

"Valentino's goal of artification is solidified as Cosima elevates the product beyond its functional purpose to what matters; unending desire for the Valentino brand," said Chris Ramey, CEO of [Affluent Insights](#), Palm Beach.

"Rather than entitlement, Valentino's Cosima is circumspect, entirely human and respectful of our times."

Cosima x Valentino

The film begins with Cosima, looking statuesque in a courtyard as she practices vocal exercises. B-roll footage both archival and contemporary reveals a look at the ancient city of Istanbul and the bustling Bosphorus strait.

Beethoven's Piano Sonata No. 14 plays in the background, adding to the vignette's elegant and timeless feel. More nonnarrative shots follow, showing Cosima modeling in Valentino and a belly dancer in the streets of Istanbul.

Valentino hosted a live performance with Cosima in Istanbul

Next, Cosima begins filming herself as she speaks and waves at a mirror. In another taped confessional, she admits to being nervous ahead of the event.

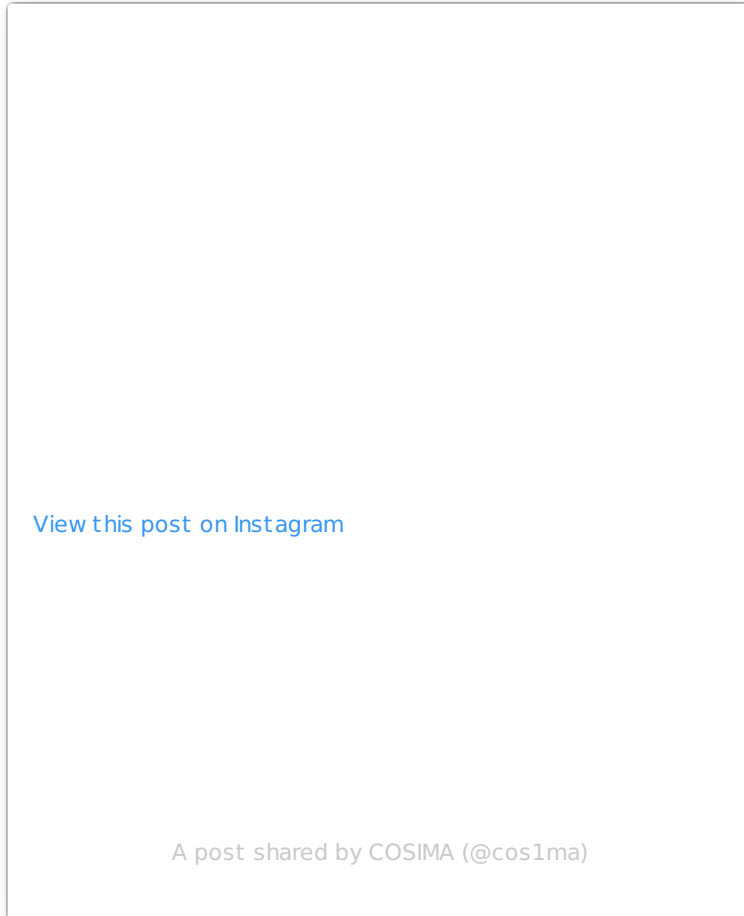
The next morning, she is riding in the backseat of a car and sharing her thought process about which song to perform at the Valentino event. As her voiceover continues, Cosima is also seen getting ready for her performance with Valentino makeup and more vocal exercises in a glamorous robe.

Cosima also continues explaining how the intimate performance makes her feel vulnerable, describing performing at Valentino live shows as "an emotional roller coaster." Onstage, the artist wears a metallic gown and then explores

the grounds of the building.

Afterwards, Cosima says that she was nervous and emotional throughout her performance. She also elaborates on her connection with the world of fashion and Valentino.

"It is interesting that the most natural musical collaboration I've had is also the most natural collaboration I've had," Cosima says.



Cosima in Valentino

As she speaks, a montage shows more sights of Istanbul, such as the Hagia Sophia, as well as Cosima's hotel room, scattered with a Tennessee Williams book and a Valentino handbag.

The film ends with Cosima describing Valentino as "charming and uniquely creative."

Star power

Brand ambassadors remain valuable for luxury labels looking to engage with new audiences.

Working with familiar faces and utilizing established relationships allows brands to create more impact, whether paid or earned, and foster greater engagement with audiences, according to Launchmetrics ([see story](#)).

For instance, Valentino successfully engaged consumers when FKA twigs performed at the men's fall/winter fashion show in January 2020 ([see story](#)).

The fashion label also has an ongoing relationship with actress Zendaya, the face of the house since fall 2020.

Zendaya most recently appeared in the "Rendez-Vous" campaign film, which effortlessly flips between carefree city scenes and backstage shots injected with a colorful wardrobe. In less than two years, the relationship between Valentino and Zendaya has become one of the most prominent in luxury fashion ([see story](#)).