

APPAREL AND ACCESSORIES

Valentino commemorates founder's 90th birthday with iconic hoodie

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The Valentino Happy Birthday Mr. V limited-edition hoodie will showcase the founder's beloved quote: "I Love Beauty, It's Not My Fault." Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion house Valentino is celebrating its founder's 90th birthday, transforming the milestone into a glamorous event.

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An exhibition of Valentino Garavani's work will be held at the Teatro Sociale in Voghera, Italy, beginning May 11 on his actual birthday. To mark the moment, the fashion house has crafted a limited-edition sweatshirt showcasing Mr. Garavani's famous quote about beauty.

I love beauty

Mr. Garavani was born Valentino Clemente Ludovico Garavani in Voghera on May 11 1932. He is known as a titan in the fashion world by his first name.

The founder of the eponymous brand has fostered a career spanning more than 50 years, defining his own genre and ideas of beauty and ultimately expressing those in his creations.



The Valentino Garavani handbag shop on the first floor of Bergdorf Goodman. Image courtesy of Valentino

With his work, combined with that of the label's creative director Pierpaolo Piccioli, Valentino has woven several symbols and codes into its brand identity.

The fashion house will host an installation at The Teatro Sociale of Voghera beginning May 11. It will feature Valentino offerings and creations from over the years, ranging from the 1960s to the early aughts.

The Valentino Happy Birthday Mr. V limited-edition hoodie will showcase the founder's beloved quote: "I Love Beauty, It's Not My Fault," a quote said to be reflective of his determined and respected attitude towards fashion and life.

The hoodie will be sold on Valentino.com starting May 11, with all net profits being donated to the Fondazione Valentino Garavani and Giancarlo Giammetti. Consumers are also invited to post content using the hashtags #HappyBirthdayMrV and #90YearsOfCelebration.

The fashion house has also named an entire handbag collection after the founder's last name.

In July 2021, Valentino grew its presence in New York with the unveiling of two stores at department store Bergdorf Goodman's New York flagship.

The two spaces, which opened on June 11, were devoted to the label's ready-to-wear and Valentino Garavani handbag collections, respectively. The Valentino Garavani handbag collection could be found at Bergdorf's 58th Street entrance ([see story](#)).

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