

MEDIA/PUBLISHING

Valentino celebrates ambassador Zendaya's Time100 honor

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Zendaya wearing Valentino on the Oscars' red carpet. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion house Valentino is proudly congratulating actress and brand ambassador Zendaya Coleman for being named one of *Time* magazine's most influential people of 2022.

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As a beloved and world-renowned actress, singer, style icon and activist, Zendaya has been deemed one of the voices of her generation. The "Euphoria" actress is featured on one of the special issue's covers, wearing pieces from the Valentino "Anatomy of Couture" collection designed by creative director Pierpaolo Piccioli and styled by Law Roach.

"Zendaya is a powerful and fierce young woman that uses her talent and work to express herself and her values," Mr. Piccioli said in a statement. "Zendaya is a Valentino DiVa and face of the maison, and I am proud that she has been named by Time100 Most Influential People of 2022, because she perfectly embodies and represents what the brand and I stand for today.

"She has the capacity to convey contemporary romanticism, turning a Valentino creation into something extraordinary," he said. "She shares the identity values of a generation she speaks for, in her most spontaneous, personal and progressive way.

"She is authentic, fragile and strong at the same time and she is without any doubt the most powerful voice of a generation."

Influential figures

For this honor, *Dune* director Denis Villeneuve wrote a piece highlighting Ms. Coleman's cultural influence and her qualities as a young creative voice.



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A post shared by Valentino (@maisonvalentino)

Zendaya in Valentino on the cover of Time100

"To me, Zendaya is a thousand years old," Mr. Villeneuve wrote. "She has already lived many lives before this one, and yet, she is as young as springtime.

"By some inextricable paradox, she also gives the impression of having been born sometime far into the future," he continued. "She is timeless, and she can do it all."

Valentino first tapped Zendaya to be the face of its brand in December 2020, after winning an Emmy Award for her starring role in the HBO television series "Euphoria."

The brand marked her debut in the role by featuring her in photos carrying its Roman Stud Nappa Chain bag ([see story](#)).

Since then, Valentino has featured the 25-year-old actress in a number of global campaigns. She has also appeared on numerous red carpets and at industry events donning couture Valentino.

Joining Zendaya as cover stars for this year's Time100 are singer Mary J. Blige, Apple CEO Tim Cook, actor Simu Liu and Barbados Prime Minister Mia Mottley. Other honorees include actors Sarah Jessica Parker and Pete Davidson.

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