

APPAREL AND ACCESSORIES

## Valentino to release narrative collection exploring thematic color red

June 14, 2022



*Valentino Rosso is being distributed with Assouline this fall. Image credit: Valentino*

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Valentino** is continuing to delve into the world of literature with the release of a narrative collection, centered on its iconic house color, this fall.

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

Creative director Pierpaolo Piccioli has embarked on a breadth of research surrounding the beloved Valentino red shade, aiming to identify just how many shades of red are woven throughout the brand's history. *Valentino Rosso* is being released with luxury publisher Assouline and will be available in fall 2022.

"Valentino Archive is an alive and pulsing ecosystem in which all of our treasures are ready to tell their own stories when interrogated," Mr. Piccioli said in a statement. "This time we wanted to know how many red dresses we have, how present Rosso Valentino is in all of our creations.

"So this book, maybe, is an answer to that question, or the beginning of something more."

### Radiant red

Valentino Rosso marks an essential aspect of the brand's narrative, as it explores a crucial component of Valentino's aesthetics: the color red. The new collection studies Rosso Valentino over several decades, as the color was identified by that name since 1985.

With the new installment, Mr. Piccioli and Valentino set out to discover how many versions of Valentino Rosso permeate the house's archives. They found that more than 550 disparate palettes exist within couture creations.

How many nuances of Rosso Valentino live in the Maison Archives?

In Couture, over 550 different hues of it exist.

For "Valentino Rosso," the signature color is explored.

Find the book, created with [@AssoulinePub](#), in bookstores, Assouline and Valentino boutiques

this Autumn. [pic.twitter.com/nRmMnGnj1D](https://pic.twitter.com/nRmMnGnj1D)

Valentino (@MaisonValentino) [June 14, 2022](#)

*Variations of the color are woven throughout Valentino's history and presence*

The research spans from the beginnings of the maison with Valentino Garavani to recent work with Mr. Piccioli, including the contemporary Valentino Pink PP collection. The book is a celebration of the color, its place in Valentino history and its overall power.

As of late, Valentino has made several splashes in the literary world.

In March, Valentino released its second installment of The Narratives.

For the second chapter of its well-read words-only series, Mr. Piccioli invited celebrated authors around the world to offer their words. This resulted in 17 individual, literary-loving layouts ([see story](#)).

---

© 2022 Napean LLC. All rights reserved.

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