

APPAREL AND ACCESSORIES

Valentino opens new boutique in sunny East Hampton

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The first collection to be displayed is the Valentino Escape 2022 capsule, a collection inspired by some of the house's archival motifs. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Valentino** has opened a new boutique in one of the most glamorous areas of New York.

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The new East Hampton boutique is a 2,990 square foot arena that is designed to draw consumers into a warm, vivid space for shopping, as well as an expressive state of mind. The first collection to be displayed is the Valentino Escape 2022 capsule, inspired by some of the house's archival motifs.

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The Valentino Escape 2022 collection features three prints, Round Rain (1966); Valentino Waves multicolor (19770) and the Giraffa re-edition (1966). Each motif is vibrant and reminiscent of house imagery.

The collection is available through kaftans, swimwear, flowy dresses and kimonos the ideal first series for the summer season and the East Hampton area which is known for its glamorous, beachy feel.



The three prints included in the collection, Round Rain (1966); Valentino Waves multicolor (19770) and the Giraffa re-edition (1966). Image courtesy of Valentino

Menswear includes Bermuda shorts, shirts, sweatshirts and t-shirts.

The East Hampton boutique carries all men's and women's product categories including ready-to-wear, Valentino Garavani bags, shoes and accessories.

Valentino enjoys venturing to popular New York areas with activations showcasing offerings and special events.

In March, Valentino took to the city that never sleeps to celebrate its then-new collection.

Valentino ventured to New York's SoHo neighborhood to celebrate its spring/summer 2022 offerings, the Rendez-Vous collection. The house hosted a variety of activations to capture the spirit of the collection, offering guests a chic and memorable experience ([see story](#)).

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