

APPAREL AND ACCESSORIES

Valentino blends modernity, house heritage with new eyewear models

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The new styles commemorate historical Valentino headquarters. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Valentino** is keeping its eyes on the prize, launching a new chapter of Valentino Eyewear.

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Valentino Eyewear's first capsule collection will be released in July 2022, introducing three new styles that each hone house style and quality production techniques. The three new styles each commemorate historical Valentino headquarters, commemorating disparate locations where creativity and culture thrived.

Eyeing new styles

The three new styles include Valentino VIII, honoring the Paris Place Vendome.

The eyewear is a feminine, cat-eye shape that melds 1950s retro style with a modern touch. Valentino 3D rockstuds are included on the top and front of the bridge, with this piece aiming to channel both elegance and edginess.



The Valentino VIII. Image courtesy of Valentino

Next is Valentino XVI, honoring Milan Turati, eyewear in an aviator style, also featuring a retro style and rockstuds on the bridge, brow bar, temples and temple tips. The lenses feature multiple color gradients, highlighting Valentino

heritage color combinations.

Completing the capsule collection is Valentino XXII, an ode to Rome Mignanelli, Valentino's headquarters where creative director Pierpaolo Piccioli, the ateliers and his creative studio are based.

This piece is inspired by Mr. Piccioli's personal frame and is a modern interpretation of the 1960s Wellington shape, once again melding the retro and modern, available in solid black, brown tortoise and mid-honey tortoise.



The Valentino XXII. Image courtesy of Valentino

This model also features the beloved 3D Valentino rockstuds on the front, temples, temple tips, five-barrel hinges and custom wire core.

All eyewear is thoughtfully crafted in a workshop in Japan, using high-quality materials.

A second launch will offer six additional styles in October 2022.

Last December, Valentino announced its new eyewear license agreement with Switzerland-based Akoni Group.

With the announcement also comes the news that the prior license agreement with Luxottica Group would come to an end on June 30, 2022. The new agreement with Akoni Group is effective from July 2022 for 10 years ([see story](#)).

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