

APPAREL AND ACCESSORIES

Dior requesting compensation from Valentino

July 11, 2022



Dior claims Valentino restricted sales in its Rome boutiques due to the Italian house's show at the Spanish Steps. Image credit: Valentino

By LUXURY DAILY NEWS SERVICE

French fashion house Dior is supposedly requesting more than \$100,000 in compensation from Italy's Valentino over a claim the Italian house hampered business during its couture show in Rome.

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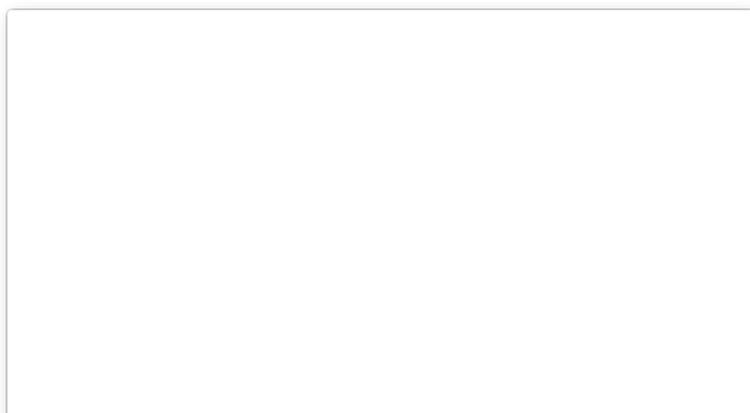
Valentino creative director Pierpaolo Piccioli showed his fall 2022 couture show at the Spanish Steps in Rome on July 8 an event attended by a number of notable figures such as Naomi Campbell, Anne Hathaway, Kate Hudson and Florence Pugh. However, the night was not glamorous and carefree for all, as France's Dior claims the show hampered sales at its local boutiques and wants Valentino to pay.

Drama in Rome

Several outlets have reported that Valentino's presentation brought major celebrity attendance and attracted large crowds of onlookers, supposedly disturbing nearby businesses.

Women's Wear Daily reported that the retail manager of Dior Italy filed a complaint against Valentino requesting compensation of 100,000 euros, or nearly \$101,000 at the current exchange rate.

Further, the complaint requires the payment be made within 15 days.



[View this post on Instagram](#)

A post shared by Valentino (@maisonvalentino)

The show was held on the famous Spanish Steps

In its report, *Hypebeast* noted that Valentino attained the necessary permits for the show, and notified retailers of the increased foot traffic.

Dior claims that show-related barriers blocked shoppers from entering its retail stores, therefore causing a loss in revenue for the weekend.

Last month, Valentino opened a new boutique in one of the most glamorous areas of New York East Hampton.

The 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 ([see story](#)).

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