

APPAREL AND ACCESSORIES

Valentino amps up efforts in APAC with new messaging

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Among other marketing efforts, Italian fashion label Valentino is gearing up for Chinese Valentine's Day with its new #ValentinoAllAroundLove capsule collection. Image credit: Valentino

By AMIRAH KEATON

Italian fashion label Valentino is moving full speed ahead with a variety of new campaigns and capsule collections that could work to boost affinity across the APAC market.

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The luxury label has released two new campaigns as of late: the first, an original video series starring Japanese talent, followed by the promotion of its Chinese Valentine's Day capsule collection. These launches signal a concerted effort to appeal to luxury consumers in crucial non-Western markets, as the brand focuses on extending its heritage globally.

"While across APAC and particularly in Japan, buying in physical stores is important, younger consumers learn about products and campaigns digitally," said Michelle Kluz, consumer practice partner at [Kearney](#), Chicago.

"Valentino, like all luxury brands, needs to try new things to connect with younger customers," she said.

Ms. Kluz is not affiliated with Valentino, but agreed to comment as an industry expert.

Seeing red

Valentino has tapped six renowned Japanese voice actors to engage with excerpts from #ValentinoNarratives, the maison's text-only advertising campaign, in a new video series.

The first episode features famed Japanese voice actor Natsuki Hanae, who reads Douglas Coupland's "Unopened Mail" in Japanese.

The first episode of #ValentinoNarratives features Japanese voice actor Natsuki HANAЕ.

"Today I finally felt like enough time had gone by, so I dealt with the unopened letter from my ex that's now been in my top desk drawer for two years," he begins, seated alone in a spacious auditorium, one of the film's two sets.

"What was I afraid of? What was I dreading?" he continues. A sobering soundtrack meets the simple visual.

"I'll tell you," he declares, making intense eye contact with the camera before appearing in a new hallway setting. Clothed in select apparel and accessories from Valentino, the talent exudes the frustration of a narrator at fault, as he reveals a plot of lost love.

Episodes of #ValentinoNarratives aim to highlight literature, according to the brand.

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A post shared by Valentino (@maisonvalentino)

The independently-owned entity is also gearing up for next month's Chinese Valentine's Day by commissioning content showcasing its new #ValentinoAllAroundLove capsule collection.

To celebrate the holiday, Valentino released special edition Valentino Garavani accessories complete with limited-edition hearts emblematic of romance, as well as men's and women's apparel featuring a reworked love-themed house logo.

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"In the Asia-Pacific region, people buy luxury goods often around specific holidays, so a campaign specific to Valentine's Day makes a lot of sense," Ms. Kluz said. "The campaign keeps in line with the aesthetic of the brand, and yet it's fun and modern."

"Finally, having it as a limited run item helps create buzz and a sense of urgency," she said.

The capsule's integration of vibrant red nods both to the holiday and the values of luck, joy and happiness that the shade represents within Chinese culture.

APAC affinity

Valentino's new campaigns are simply the brand's latest expression of a strategic approach to bolster its footprint in non-Western markets.

In March, Japan was chosen as the first country to launch Valentino's internalized ecommerce platform as it accelerated its omnichannel integration ([see story](#)).

Efforts in key markets worldwide in conjunction with strong leadership appear to be paying off, as the Milan-based company continues to trend amid a global luxury boom.

Last year, the Italian fashion label named a new chief executive officer for Greater China who brought extensive experience in Asia to the heritage house, as it looked to drive growth in the region ([see story](#)).

"The experiential aspect [of the #ValentinoNarratives campaign] is aligned with the growing trend in the Asia-Pacific region of luxury spending on experiences," Ms. Kluz said. "APAC has overall been a little slower to adopt to spending on experiences than Western markets."

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