

APPAREL AND ACCESSORIES

Valentino brings Barbiecore to city streets with guerrilla marketing effort

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The maison's latest marketing effort uses a classic metropolitan motif to spread elusive messages against its signature "Valentino Pink PP" shade, originally designed by Canadian artist Douglas Coupland. Image credit: Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Valentino** is bringing hot pink to the masses in collaboration with Canadian visual artist Douglas Coupland.

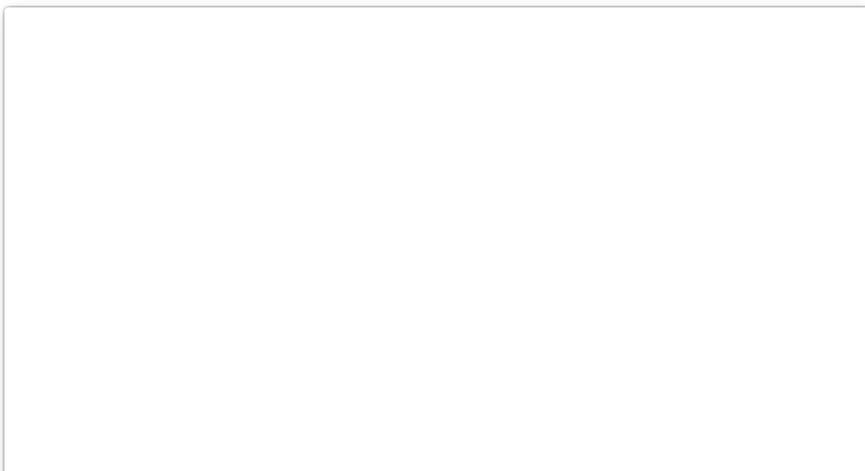
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The maison's latest marketing effort taps a classic metropolitan motif to spread elusive messages against its signature "Valentino Pink PP" shade, originally designed by the artist. In a strategic promotional play, the pop-up posters mirror a corresponding selection of shirts and hoodies currently available for purchase.

Douglas Coupland x Valentino

On the corner of Wooster Avenue and Grand Street, an artist's vision and brand's iconography culminate as New York Fashion Week pushes forward.

Mr. Coupland's thoughts or, more specifically, "sweeping statements that we can all identify with" according to a post from Valentino's Instagram page, are displayed eye-level via New York City street signage.



[View this post on Instagram](#)

A post shared by Valentino (@maisonvalentino)

Across the city, hotspots display phrases including "We all have secret messages hidden within us" and "Beauty has kind of become an act of rebellion" appear against a fuchsia color, in a nod to Valentino's bright pink fall/winter 2022 presentation.

Mr. Coupland, a contributor to the Valentino Narratives series, calls for thought amid frequented spaces with his eye-catching creative expression. The artistic takeover also includes a scannable QR code, encouraging passersby to explore the project, with ties to a matching capsule collection available for purchase on Valentino's site.

Valentino's newest activation centers on mindfulness, an area of increased interest for luxury brands as of late ([see story](#)).

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