

APPAREL AND ACCESSORIES

Valentino, Pantone release limited-edition set celebrating significant partnership

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Pantone and Valentino have decided to expand consumers' opportunities to bring Pink PP into their lives. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Valentino** is celebrating its groundbreaking relationship with color matching company Pantone with a set of special edition items.

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The set is a celebration of Valentino becoming the first European luxury brand to partner with Pantone on a signature brand color. The Pink PP colorway will shine through 11 items, ranging from keychains to a logoed umbrella.

A pop of pink

Valentino's Pink PP has quickly solidified itself as a label staple, having struck out onto the scene originally for the fall/winter 2023 collection.

Pantone and Valentino have decided to expand consumers' opportunities to bring Pink PP into their lives with the new limited-edition set. Items include to-go mugs, jars, notebooks and more.



Items include to-go mugs, notebooks, an umbrella and more. Image courtesy of Valentino

The items have been compiled with premium materials and include the renowned Pantone color label and Valentino logo.

In celebration of the collaboration, the pair is launching special pop-ups and pop-ins globally later this month. Consumers at Valentino boutiques in Italy, France, the Middle East, Singapore and Japan will be able to immerse themselves into pink-laden spaces that offer the new 11 items.

Installations at pop-ups in Tokyo's Ginza and Omotesando districts, and in Melbourne's Chadstone Mall will also spotlight Pink PP.

Valentino is also not ignoring the world's increasing pivot towards digital, as the house will also bring the Pink PP shade to Instagram with a new digital effect. With this tool accessible through the Valentino Instagram account, consumers can transform their surroundings into an entirely pink world.

The label continues to highlight the hue.

Last month, Valentino painted the world Pink PP, with help from two-time Emmy-winning actress Zendaya.

Fresh off of a historic win at The Emmys, the "Euphoria" lead joined the maison sporting the shade of the season head-to-toe in a new campaign film. The brand's hot pink fantasy land is on display in a vibrant, advertising spot offering full immersion in Valentino creative director Pierpaolo Piccioli's color of choice ([see story](#)).

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