

APPAREL AND ACCESSORIES

Valentino fuses iconography with the human form for new Toile Iconographe campaign

October 25, 2022



Imagery from famed American photographer Steven Meisel accompanies Valentino's Toile Iconographe collection drop. Image credit: Valentino

By AMIRAH KEATON

Italian fashion label Valentino is applying luxury's logomania obsession to new mediums.

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The brand's Garavani subsidiary proves no less luxe than its matriarch by way of a new release for Valentino's Toile Iconographe collection. The drop is accompanied by a graphic campaign shot on behalf of famed American photographer Steven Meisel in it, Valentino's new "VLogo" takes tattoo effect to a model's skin, in addition to covering the brand's many innovative designs.

"The video is fast-paced juxtaposing the bright Pink PP logo in various poses, with an odd disruption where it slowly ends with a model dancing and exiting left leaving the viewer wanting more," said Chris Ramey, CEO at [Affluent Insights](#), Palm Beach.

Mr. Ramey is not affiliated with Valentino, but agreed to comment as an industry expert.

Optical impact

Between PP Pink and this "VLogo" print, the Valentino seems intent on building upon a foundation of treasured motifs, this time in new ways.

In fact, American model Kristen McMenamy takes "VLogo" to the face, in a quirky campaign video executed by Mr. Meisel inspired by 1970s imagery and rooted in multitudinous motifs.

Valentino's Toile Iconographe campaign video

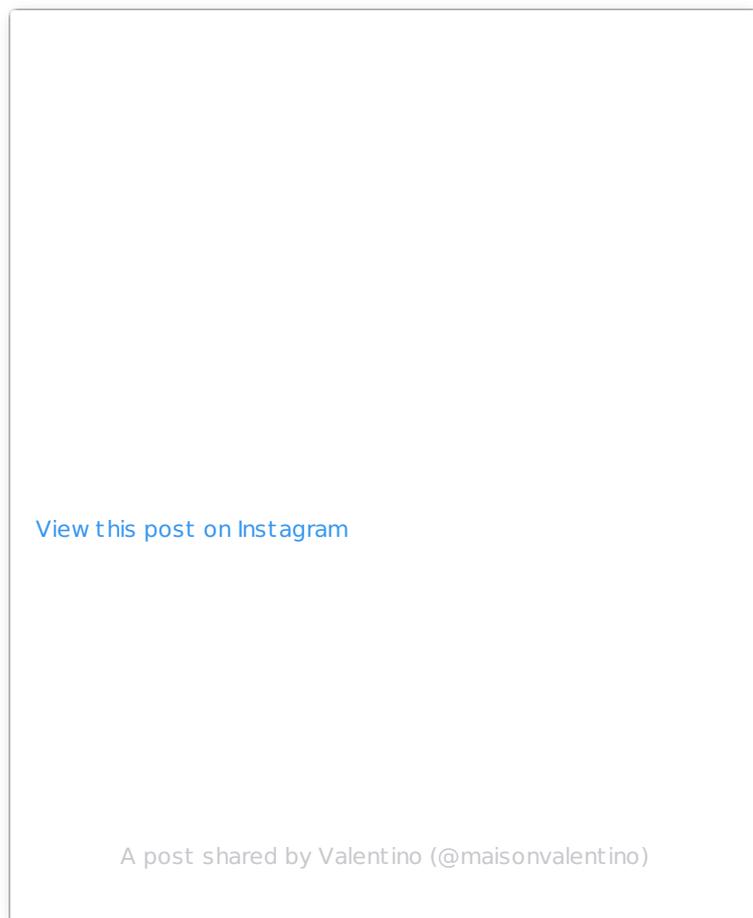
South Korean model Sora Choi dons the optical effect pattern head-to-toe, her Toile Iconographe Bucket Hat ajar in the red and beige variety and the simultaneous flashing of bright red branding for the diffusion line, marks the start of Mr. Meisel's show.

A stripped-down set allows Valentino's busy jacquard print to come to life, as models Alaato Jazyper Michael and

Cas join Ms. Choi and Ms. McMenemy for the occasion.

Eerie tunes are quickly replaced by a rock 'n' roll soundtrack, completing the video's vintage look and feel as film edges remain in-frame and set tools and technicians are present throughout.

The film reaches peak intensity as 360-degree rotations and quick transitions dominate the asset's first 20 seconds.



Then, a suddenly-empty empty set goes dark. Ms. Jazyper Michael momentarily reemerges for a brief soundtrack-less intermission production's steady hum can be heard in lieu.

In its final five, Ms. McMenemy fills the screen with a whimsical dance, before Valentino Garavani's logo is placed front and center one final time.

According to the brand, the campaign is supported by the questioning, extension and re-signification of house codes.

"Bringing resignification when necessary, status and desire is the goal of all luxury marketing," Mr. Ramey said.

Bridging the gap

Valentino Toile Iconographe centers its diffusion line primarily concerns itself with accessories handbags, shoes, small leather goods and other items for both women and men as opposed to ready-to-wear or couture picks.

The bridge line retails at slightly lower luxury prices than its counterpart and is responsible for some of Valentino's most popular modern designs, its Rockstud line among them ([see story](#)).

While this drop includes Garavani pieces such as the Toile Iconographe Belt, retailing for \$670, and the Le Grand Deuxieme Toile Iconographe Shoulder Bag, going for \$3,800, all Toile Iconographe clothing looks are available through Valentino's regular pret-porter offering.

Toile Iconographe's heavy reliance on the brand's logo across both lines ensures a synergetic appearance the difference in line is likely barely noticeable among shoppers, a plus for the parent company.

Regarding the question of whether Valentino's unconventional campaign welcomes the evolution of luxury's logomania trend, or instead risks going too far in the technique tapped, expert insight skews toward the bright side.

"Indelibly imprinting your brand in the mind of best luxury prospects requires innovative imagery," Mr. Ramey said.

"What is considered too far is generally what's most penetrating and effective."

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