

RETAIL

## Valentino seeks to elevate in-store experiences with global retail redesign

November 28, 2022



*The redesign places an emphasis on strong customer service, in the hopes of better engaging luxury clientele. Image courtesy of Valentino*

By AMIRAH KEATON

Valentino stores around the world are getting a makeover, as brand executives seek to better align boutique experiences with business goals.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The Italian fashion label has indeed confirmed plans to invest extensively in a series of global redesigns, detailing plans to enhance its commercial locations. The redesign will integrate elements of exclusivity and intimacy, placing an emphasis on strong customer service, in the hopes of better engaging luxury clientele.

"Luxury retail is transforming the standard transactional models to high engagement, omnichannel interactive experiences," said Nora Kleinewillinghoefer, associate partner of the consumer practice at [Kearney](#), Vancouver.

"Although about 25 percent of all luxury purchases are expected to be made online by 2025, physical retail continues to be the primary channel for luxury,"

she said. "Luxury consumers continue to expect a more elevated experience with high touch service."

Brands should look to develop localized physical boutiques that can complement digital sales journey and act as places for curated and exclusive experiences to that end, Valentino's drive to enhance the sense of intimacy, exclusivity and curation are core to what consumer seek."

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

**Maison makeover**

Per its latest announcement, Valentino works to renew both its physical spaces and retail strategies.

Word of the Italian fashion label's international redesign is making the rounds: mens and women's ready-to-wear, plus accessories from diffusion line Valentino Garavani the brand's subsidiary proves no less luxe than its matriarch by way of a new release for Valentino's Toile Iconographe collection, accompanied by a graphic campaign shot on behalf of famed American photographer Steven Meisel where the line's "VLogo" takes tattoo effect to a model's skin ([see story](#)) are on display storewide.

Varying territories share unique design elements, mixing Art Deco details from the 1930s with the flair of the 1970s.

[View this post on Instagram](#)

A post shared by Valentino (@maisonvalentino)

Italian ceramist Massimiliano Pipolo has pioneered the bespoke treatments, injecting his own handmade decorative contributions into spaces worldwide.

Artist Fabio Cinti was tapped to generate geometric compositions in brass, for decorative objects that merge the contemporary language with an ancient craft, according to the brand.

Mobilier Alexandre Log is responsible for the locations' lighting fixtures, formulated from sculpted plaster.

For one-on-one client appointments, special areas are designated.

[View this post on Instagram](#)

With this refresh, the brand intends to bring interior aesthetics in line with a "Maison de Couture" ethos, elevating the customer experience all-around.

Strong client service centers the effort.

"Over the past few years new technologies are increasingly playing an important role in physical stores as consumers seek a frictionless, 'experience-full' consumer journey across channels," Ms. Kleinewillinghoefer said.

Valentino hits Venice, Jeddah, Madrid and more

As of now, clients can shop the new Valentino in Jeddah, Saudi Arabia, the first site of completion for the brand.

Besides the completed inaugural destination, a few stores, namely those located in Madrid and Venice, have featured specific elements of the global renovation.

Additional retail completions are soon to come, arriving on a rolling basis throughout 2023.

As of late, Valentino has been extending its brand into art ([see story](#)) and home dcor ([see story](#)), both areas the brand continues to venture into by way of its retail renovation.

"Advanced interactive technologies and personalization are critical, luxury consumers look for more value added experiences, such as next-gen CRMs to curate and personalize their in store journey," Ms. Kleinewillinghoefer said.

"Examples of technology deployments include Chanel and Farfetch creating a high-tech dressing room with a "Magic Mirror" that can sense when shopping assistants bring products in the room and displays the look along with accessory options," she said. "[Additionally], LVMH announced plans to convert a Mayfair, London building into a hotel, restaurant 'Le Caf V' and flagship store, as LVMH's CFO states [that] 'the so-called experiential luxury will be important in the future.'"