

APPAREL AND ACCESSORIES

Valentino releases all-red Lunar New Year line, campaign taps Chinese sister duo

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Valentino's Rosso Red V Logo Short Dress, Garavani Loc bag, Timeless Boucl Short Dress and more are on display in a new campaign. Image credit: Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label Valentino is celebrating the Chinese New Year with the release of an all-red Toile Iconographe capsule collection.

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For the commemorative campaign, Valentino tapped Chinese actress and brand ambassador Sun Li alongside her sister, Sun Yan. The red pieces comprise Valentino's **ROSSO Red Chinese New Year Series** – prominently featured is the house's modern "V logo" motif, which took hold of a number of digital drops ([see story](#)) and runway shows this year.

Seeing red

Valentino's latest melds Chinese culture, traditions, "V logo" cuts and Maison aesthetics.

The intentional use of red nods to the colors' significance within Chinese culture. The hue centers the heritage of a region of great interest to the brand ([see story](#)), weaving Chinese ideas of fortune, celebration and connection into its commerce exercise while using familiar faces to further amplify.



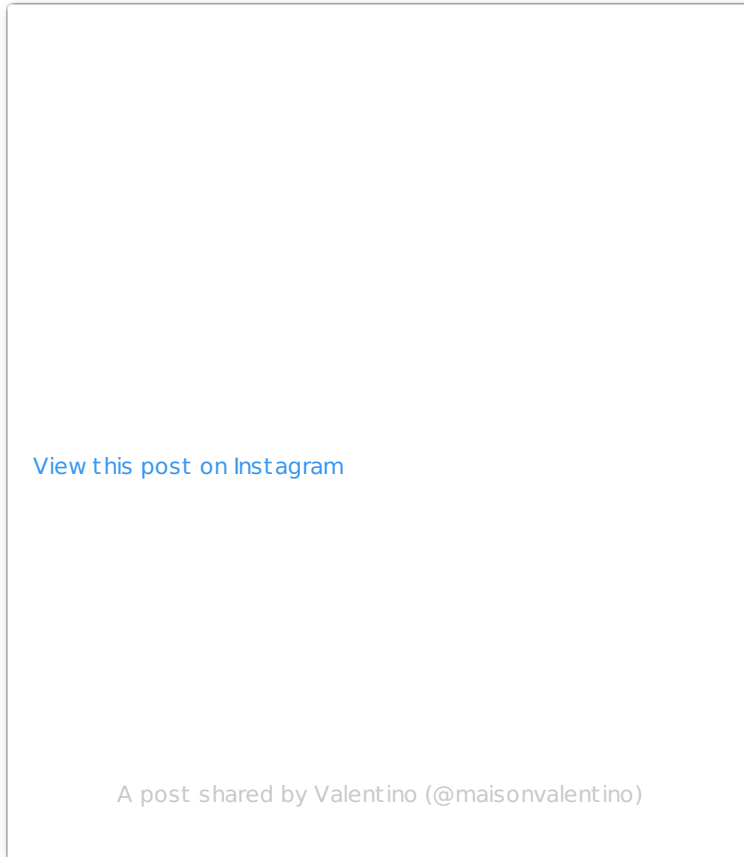
Valentino's VLogo print takes center stage for its latest campaign. Image credit: Valentino

Of the collection, campaign imagery shows the sisters in certain selects, such as the V logo print crepe de chine top with collar ribbon detail, retailing for 14,000 yuan, or \$2,010 at current exchange, as well as an embroidered cashmere sweater with sequin bow details, priced at 20,000 yuan, or about \$2,870 at current exchange.

Consumers can also find statement pieces including scarlet shoes, mini leather bags with gold buckles, crystal bracelets, cashmere sweaters, bucket bags and logo boots among the reformulated line.

On the accessories end, VLogo signature earrings in metal and Swarovski Crystal one takes the form of a stud, while the other provides a dangled option adorn the ears of both stars.

The brand's Garavani Le Cinquime Bag is another piece that is reimagined in rouge.



To top off the effort, Valentino is offering a free VLogo festival-limited brooch with the purchase of any regular-priced products over 15,000 yuan, or about \$2,150 at current exchange. The gift also applies to any handbag purchases.

All pieces are available via Valentino's region-specific site, www.valentino.cn.

This fusion from Valentino effectively integrates history with the future, both honoring past and present with the reiterative collection a number of luxury brands have followed suit this season.

French luxury fashion label Givenchy teamed up with the Walt Disney Company on a capsule collection, in celebration of the Lunar New Year and Disney's 100th anniversary ([see story](#)).

Italian fashion house Miu Miu tapped house brand ambassador Qiu Tian, joined by Chinese actress and singer Amber Kuo for similar efforts.

In a promotional video for the brand's "Shine a Light" collection, the two talents play with a small red rabbit toy, a nod to 2023 being the Year of the Rabbit. Considered the luckiest of the twelve animals in the Chinese zodiac, the rabbit also symbolizes elegance and beauty ([see story](#)).