

APPAREL AND ACCESSORIES

Maison Valentino Essentials' marks new menswear direction with AI-generated campaign

January 13, 2023



Valentino's digitized campaign and capsule collection marks a new frontier for the fashion house. Image courtesy of Valentino

By AMIRAH KEATON

Italian fashion label Valentino is tapping novel technologies to transform the menswear looks of yesteryear, presenting its AI-informed creations in a new campaign.

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

Inspired by men's costume selections of Italian movies from the 1950s and 1960s, Valentino's digitized campaign and accompanying capsule mark a new frontier for the fashion house. West Coast-based luxury concept boutique Maxfield carries the collection exclusively.

"AI, while not in its infancy, is still only emerging in terms of the potential it can bring to the fashion industry," said Clare Tattersall, founder and CEO at ThunderLily and founder of Digital Fashion Week, New York.

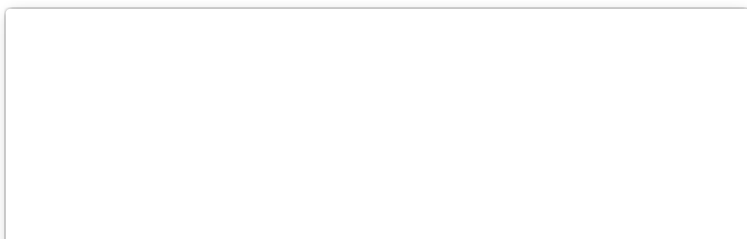
"AI can be used in many ways, from research to creativity and far beyond."

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

New formalwear frontier

Valentino's digitized campaign and capsule collection a Maxfield retail exclusive marks a new frontier for the fashion house.

The experimentative collection at its base, "Maison Valentino Essentials" marks a formalwear-influenced amalgamation of styles inspired by men's fashion in Italian films of the 1950s and 1960s.



[View this post on Instagram](#)

A post shared by Valentino (@maisonvalentino)

The campaign's source materials comes as no surprise, considering the brand's 1960s founding year, the product of Valentino Garavani himself, as well as Giancarlo Giammetti.

The capsule's composition, a mix of selects such as tailored blazers, Bermuda shorts, foulard blouses, coats, pajamas, suits and Valentino Garavani accessories express both timeliness and timelessness, according to the brand.

"Creative director Pierpaolo Piccioli's collection notes are particularly telling," Mr. Piccioli's notes say.

"Maison Valentino has always celebrated beauty and partisanship," they say. "Beauty per se finds its roots in diversity, highlighting the identity of individuals of any age, gender or origin.

"Freedom of expression is the key concept."

Notes go on to define the role of fashion as a mode of expression.

Valentino's latest round of campaign visuals are AI-generated

"Today men are free to be themselves, expressing their own identity even through clothing," collection notes say.

"An introspection that has led to an inner change that makes them feel free to reveal their emotions proudly sharing their vulnerability while witnessing it as a strength," they say. "Clothing and fashion are a means that reflect the society we live in.

"There is a new tenderness' for men that can be romantic, nourished by different nuances and not necessarily defined by a unique 'role'."

The "Maison Valentino Essentials" capsule collection is available online and in-stores at Maxfield beginning Feb. 8, 2023.

Luxury aptitudes for AI

The AI component of Valentino's latest project is spearheaded by art director Tommaso Garner, joined by AI designer Vittorio Maria Dal Maso for the execution.

Alternative technologies such as artificial intelligence, augmented reality and virtual reality are gaining popularity in terms of adaptation ([see story](#)), with some estimates citing increases in the use of these tools of 75 percent over the next few years ([see story](#)).

Of the medium's unstructured and unprecedented future, though, some remain wary.

"While it is still the user who guides, directs, delves deep into subjects, what remains unsolved is the issue of overregulation, ownership and IP," Ms. Tattersall said.

"AI can be perceived as both thrilling and terrifying in equal quantities."

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.