

APPAREL AND ACCESSORIES

## Valentino reinstates resale initiative, adds new cities plus school partnerships

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*Valentino's renewed program caters to the increasing demand for values-based marketing. Image credit: Valentino*

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Valentino** is renewing its commitment to circularity by bringing back its consignment program, complete with new twists.

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For the second time, Valentino Vintage will welcome back its original boutiques in Los Angeles, New York, Tokyo and Milan in addition to three new locations in Seoul, Paris and London. Additionally, in partnership with design education platform 1 Granary, select pieces will be donated to an art or fashion school in each city.

### Renewing history

The boutiques in each city were chosen for their contributions to the culture and history of dressing famous figures.

The returning locations include Recess in Los Angeles, The Vintage Dress in Tokyo, Milan's Madame Pauline, and New York Vintage Inc. The three additions are Rellik in London, Janemarch Maison in Seoul and Plaisir Palace in Paris.



*The public is invited to bring their gently used Valentino items to participating boutiques. Image credit: Valentino*

The public is invited to participate in the circular program by bringing up to three verifiably authentic, gently worn Valentino clothing to the Valentino Vintage website beginning in February, and to brick-and-mortar locations beginning in April. Those who visit the website will be asked to submit images of their clothing.

Items will be evaluated for their suitability at the discretion of the venue and exchanged for Valentino Vintage store credit to be spent at selected Valentino boutiques.

Accessories and items from the REDValentino and Valentino Garavani lines will not be accepted.

Based in London, 1 Granary is an education and development platform dedicated to fostering young designers. By donating Valentino Vintage to the platform and to the chosen design schools, emerging design talent will gain a greater understanding of the Valentino brand as well as a broader connection to the global community.

Those interested can find more information on the [Valentino Vintage site](#).

The fashion world continues to invest in the circular economy, as earlier this month LVMH-owned deadstock resale platform Nona Source launched an ambassador program. The program's four designers apply their innovation and creativity to materials that would otherwise be discarded ([see story](#)).

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