

APPAREL AND ACCESSORIES

Valentino announces metaverse entrance

February 24, 2023



With help from leading luxury platform UNXD, the brand is announcing an initial launch into the world of web3. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Valentino** is moving into the metaverse.

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With help from leading luxury platform UNXD, the brand is announcing an initial launch into the world of Web3. Together, the pair will advance Valentino's experiential activations in the metaverse, blending the digital and physical realms to engage consumers in exciting ways.

"Valentino is one of the most iconic luxury Maisons, and truly a brand in and of the moment," said Shashi Menon, CEO of UNXD, in a statement.

"We're thrilled to bring Valentino's unparalleled creativity and narrative into web3: opening doors to never-before-seen digital and physical hybrid experiences," Mr. Menon said. "Together, UNXD and Valentino will write luxury's next chapter."

Next level

With this announcement, Valentino seeks to apply its creative vision in a new frontier, exploring the intersection of virtual fashion and physical craftsmanship.

The tech-forward initiative will tap UNXD's expertise in building out curated communities online, one that, in Valentino's case, ultimately allows fans to interact through branded products, stories and events.

The next chapter. [@MaisonValentino](#) & UNXD.

The partnership forms the foundation of Valentino's venture into web3, exploring the intersection of virtual fashion, physical craftsmanship, and curated community experiences.

Stay tuned <https://t.co/kwXxZFqazB> pic.twitter.com/5TdAEz1gW4

UNXD. (@UNXD_NFT) **February 21, 2023**

In the advent of Web3 technologies, UNXD has carved out a niche for itself within the the last years , teaming up with some of the world's largest luxury brands to set each up for success by generating crypto-native products and experiences. The NFT marketplace counts fashion players such as Italian fashion house Dolce & Gabbana, as well as U.S. jeweler Jacob & Co., among a cohort of top clients.

Both brand and partner have yet to release an official onboarding date, instead asking audiences to "stay tuned."

Though the news at hand marks the maison's metaverse debut, Valentino has trialed other breakthrough technologies as of late ([see story](#)).

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