

APPAREL AND ACCESSORIES

## ‘Valentino Unboxing’ upends retail model with ‘phygital’ activation

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*Equal parts online and off, a new styling effort seeks to revolutionize the manner in which luxury consumers interact with seasonal merchandise. Image credit: Valentino*

By AMIRAH KEATON

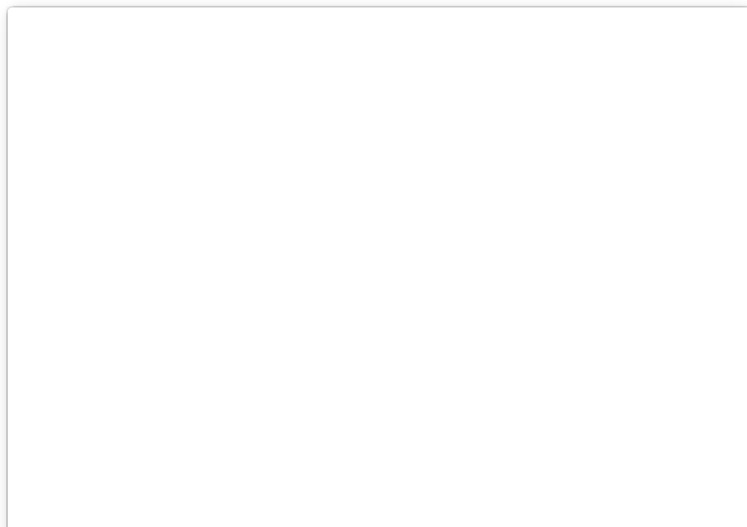
Italian fashion label Valentino is breathing life into the brand's spring/summer 2023 collection via a series of interactive boutique-based elements.

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Equal parts online and off, a new campaign is supported by a group of 10 total fashion talents constructing a set of respective window installations, the in-person assets now live across a number of cities worldwide, with one "ninth" window display arriving in digital form. Seeking to revolutionize the manner in which luxury consumers interact with seasonal merchandise, the brand is also delivering in-store styling sessions, a number of Spotify [playlists](#) and countless ready-to-wear reinterpretations around the globe.

"Visual vernacular"

"Valentino Unboxing" is driving "phygital" retail concepts forward.



[View this post on Instagram](#)

A post shared by Valentino (@maisonvalentino)

United in aim, professionals such as Italian fashion journalist Anna Dello Russo, celebrity stylist Lorenzo Posocco, American image architect Law Roach and Shanghai-based multihyphenate Mix Wei put individualistic spins on Valentino's coveted Toile Iconographe items.

Currently on view at eight boutique locations Dubai, London, Milan, New York City, Paris, Seoul, Shanghai and Tokyo among them the exercise exchanges traditional retail models for engaging structures, ones that fully immerse the consumer in a branded experience.

*Stylist Hattori Masataka's brainchild is unveiled at Valentino's Omotesando boutique in Tokyo.*

Accompanying the on-site activations is a dynamic [website](#) buildout. Herein, luxury fans gain the ability to browse the collection and shop the "Unboxing Valentino" effort.

"The city is a complex system of streets, metro lines, and plazas," reads the brand's landing page.

"An organism made of repeating patterns," it says. "Each urbanism has its own unique signature but they all share the propensity for repeated patterns and as such, each talented stylist similarly interjects and harmonizes its creativity responding to the collection and the heritage of the Maison through their window displays in the context of the city they create in: a fusion of styles and stories formed from time, place and personality."

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