

APPAREL AND ACCESSORIES

Valentino celebrates circularity with vintage storefront takeover series

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Born of an effort to push luxury shoppers towards refurbishing previous wear, a set of special displays installed across select independent vintage shops is now live. Image courtesy of Valentino

By AMIRAH KEATON

Italian fashion label Valentino is opting for secondhand designs and immersive vintage storefronts as one of the house's primary circular programs enters its sophomore year.

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Born of an effort to push luxury shoppers towards refurbishing previous wear, a set of special displays installed across select independent shops has arrived. Arriving shortly after the brand's inaugural execution, which saw the strategic expansion of Valentino Vintage to a total of seven locations worldwide, an iterative update builds on this foundational initiative.

Take two

Established in 2021, what began as a simple concept the maison's upcycling initiative aims to ensure the integrity of historic garments for future use has since grown in scope from four to seven partners worldwide. A new campaign takes yet another leap.

Valentino Vintage is celebrating the spread of a sustainable footprint, as the brand takes stock of a presence in several WORLDWIDE cities including Milan, Paris, London, Los Angeles, New York, Seoul, and Tokyo.

The brand has now launched a transformative global takeover involving branded interior touches and a curated collection of past creations. Simultaneously stood up, a set of custom vintage shop transformations are live.

The beauty of past creations is put on display for [#ValentinoVintage](#)

At New York Vintage, the circularity of timeless design is on full view, featuring statement pieces from throughout the years.

Find out more at <https://t.co/XnWRYmWiwW>

Valentino (@MaisonValentino) [April 19, 2023](#)

Spread across disparate corners of the resale market, each landing place was chosen for the possession of a distinctive identity and its unique curated collection, according to the brand.

A lucky number of owners, as follows, have been integrated: Madame Pauline in Milan; The Plaisir Palace in Paris; Rellik in London; Recess in Los Angeles; The Vintage Dress in Tokyo; Janemarch Maison in Seoul; New York Vintage in New York City.

In Tokyo, The Vintage Dress is transformed into a Valentino archive displaying a curated collection of [#ValentinoVintage](#) pieces.

Discover the full story, including the Maison's efforts to spark future creativity through archival fashion with 1 Granary.

Valentino (@MaisonValentino) [April 20, 2023](#)

The distribution reflects a decisive merchandising strategy, one that prioritizes a more personal, boutique approach to secondhand shopping, in a move reminiscent of the exercise's essence.

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