

APPAREL AND ACCESSORIES

Valentino reveals latest ambassador, actress Florence Pugh, in new 'Encyclopedia of Feelings' campaign

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American actress Florence Pugh is the new face of the Italian fashion label. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Valentino** is putting its newly-appointed ambassador to work.

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English actress Florence Pugh is pushed to the fore of the brand's latest campaign. Boosting current Valentino Garavani styles, the company's representative carries updated maison trademarks into a contemporary context.

"Encyclopedia of Feelings"

Composed of the first two letters of "different" and "values," a multifaceted character of codes defines Valentino's coveted "DI.VA." title.

The moniker offers just as creative a take as the house's new cover star lends to an extensive portfolio of Hollywood projects.

Known for portraying a wide range of roles across films including "Midsommar," "Little Women" and "Don't Worry Darling," Ms. Pugh will work closely with Valentino creative director Pierpaolo Piccioli over the course of her tenure, continuing his conscious and progressive way of making culture with said relationship, according to the brand.

For now, she stars in a celebration of seasonal wear from Valentino Garavani for fall/winter 2023, aptly labeled as an "Encyclopedia of Feelings."



Ambassador Florence Pugh stars for Valentino Garavani, aptly embodying the "Encyclopedia of Feelings" theme. Image courtesy of Valentino

Lensed in New York by American photographer Steven Meisel himself an icon the beauty is captured embodying a spectrum of emotions and facial expressions for the portrait series.

Parallels between Valentino's instantly-recognizable stud motif, and the ambassador's daring edge and playful personality drive the effort, which touts the tagline, "I Mean It's Rockstud!" Crying, screaming and laughing, Mr. Piccioli's muse showcases her ability to maintain her identity whilst playing a character.

Ms. Pugh shares the stage with a number of pyramid-shaped studs.

Ms. Pugh voices the motto at the end of a "Rockstud" campaign video

Originally inspired by Roman palace doors, the facets adorn the Pink PP-coded ([see story](#)) [Valentino Garavani Rockstud23 small shoulder bag](#) she wears, retailing for \$2,590. Priced \$160 higher than a set of adjacently-sized peers, a silver [Mirror-Effect](#) edition is also seen in photos.

Two more handbag shades, one black and one cream, and one additional larger size, priced at \$2,890, round out the accessories line. Besides the calfskin shoulder bags, Ms. Pugh dons the brand's [Rockstud Ankle Strap Patent-Leather Pumps](#) in a variety of colorways throughout the campaign.

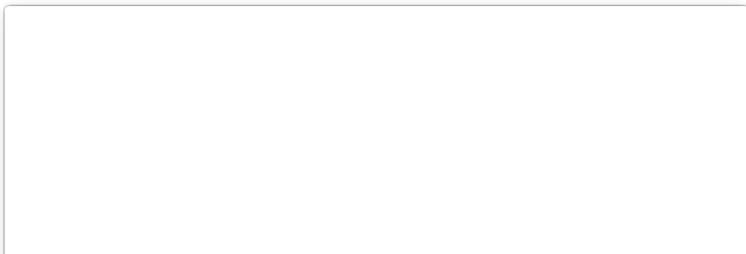
One shot, in particular, features a seemingly-new footwear silhouette the pair of round-toe ballet flats, which have yet to go live on the brand's site, are shown in a variety of colorways throughout the shoot.



The company's newly-named ambassador carries the Garavani line into a contemporary context. Image courtesy of Valentino

The new arrivals anchor the luxury label's presentation though, in retrospect, a slew of Valentino outfits worn by the honoree during last year's Venice Film Festival foreshadowed the forthcoming partnership.

"As you can see... I'm pretty shocked and ecstatic to announce that my @maisonvalentino' campaign is here," reads an Instagram caption from Ms. Pugh.



[View this post on Instagram](#)

A post shared by Florence Pugh (@florencepugh)

"Truly an honor to continue creating art with my family at Valentino," she says. "Working with talented people is one thing, but to work with talented people who are great friends feeds the soul!

"Thank you for letting me be me."

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