

APPAREL AND ACCESSORIES

Valentino spotlights mastery in Rockstud' activation

June 7, 2023



The Italian fashion label acknowledges the maison artisans who work to realize their modern shoes in a new campaign. Image credit: Valentino

By EMILY IRIS DEGN

Italian fashion label Valentino is uplifting the talents backing an updated design.

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Released in association with the house's diffusion line, the Garavani "Rockstud" ballerina flats are being promoted across the brand's channels, as two groups of masters are highlighted, bringing together form and function. Set to the triple-meter beat of a classic waltz, the Italian fashion label acknowledges the maison artisans who work to realize their modern shoes, as well as the dancers who wear them in a new campaign.

"I am always a fan of breaking down the steps to making a product," said Kimmie Smith, cofounder and creative director of *Athleisure Mag*, New York.

"People need to understand why a particular luxury item is in that category and by seeing how it comes together, it helps them to understand either why one would purchase it or how a particular element that they love about the piece is made," Ms. Smith said. "Using the Barbiecore color a vibrant pink is on trend so that it brings an element of excitement when you're looking at the shoe."

Taking the stage

Ballet flats fashion's riff on official ballet slippers, arguably among the most recognizable pieces of athletic attire serve as a vessel to tell the story of two parties who maintain a close relationship with the footwear.

Valentino spotlights those who make the shoes, and those who wear them, tapping American dancers James B. Whiteside, Erica Lall and Isabella Boylston to showcase the options in action.

Donning satin Rockstud flats, the ballerinas are filmed dancing through New York City's streets, presenting their craft in motion.

Perfectly poised with dancer [#JamesBWhiteside](#) and the [#VALENTINOGARAVANI](#) [#Rockstud](#) ballerinas.

The Maison's latest shoes mix exclusive colors and Maison motifs with a boundary-breaking energy.

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Valentino (@MaisonValentino) June 3, 2023

Their feet propel them to saut and pli across the pavement sporting chosen shades of hot pink and black Garavani arrivals as strings climax in unison. The effect is both ethereal and grounded.

"Ballerinas are graceful and are able to push their bodies in movement, height, and speed they are artistic athletes that are literally on their toes," Ms. Smith said.

"Watching them do these movements in the shoes makes your inner ballerina feel like you can do this as well and creates a link between the style of dance and how you'll feel as you wear your shoes out and about from traveling to brunch and even your local bodega," she said. "It's an immersive and transcendental campaign that really allows you to connect with how the shoes are being introduced into the Rockstud family."

The [#VALENTINOGARAVANI](#) [#Rockstud](#) ballerinas seen on dancer [#EricaLall](#): an eye-catching twist on a timeless style.

Shop the Maison's contemporary take on its classic ballet flats online now at

<https://t.co/gLzW5KvOuY> pic.twitter.com/m862dX4mAi

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Each of the new Rockstud Satin Ballerinas is priced at \$950, available in boutiques and [online](#) in various colorways and finishes.

Valentino's latest chapter of "Mastery Tales" takes a closer look at the flats, breaking down the making of the celebrated performers' tools of choice.

Viewers get a behind-the-scenes look at the handcrafted process of Valentino artisans who make the Rockstud flats in Italy, as they cut, sew and, of course, hammer on iconic studs emblematic of the line.

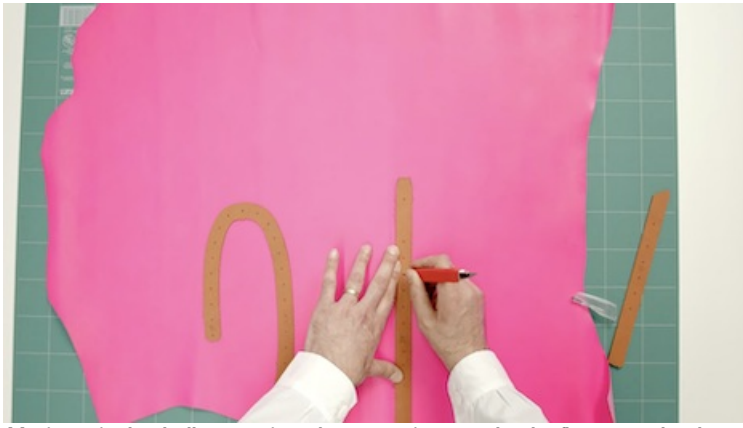
Valentino's study in practiced craft

A triple-meter waltz plays on the piano, serving as the soundtrack for the crafting process. The classicism meets the hot pink shades and punky detailing, aesthetically encompassing Valentino's place in the modern market as a heritage brand.

Though the maison has been open to embracing the future ([see story](#)) and fusing past and present, the Rockstud Satin Ballerina acts as a fresh project on multiple levels.

"Rockstud has included a number of heeled styles that have an edgy look and feel to them," Ms. Smith said.

"The fact that they did this to a rounded-toe ballet flat, which doesn't seem like a shoe that you would think of having this embellishment, makes it new," she said. "Even those who may not wear flats may consider this style to join their other Rockstud shoes."



Music typical to ballet practice plays as artisans make the flats completely manually. Image credit: Valentino

"The activation is a simple elegance that allows for the shoe to be the focus regardless of the person that wears it which leaves a stronger impression on the potential consumers' mind."

Rockstud revival

Not only has Valentino dropped new styles, but the brand has been celebrating the Rockstud through partnerships and events as of late.

Recently, the maison revealed Florence Pugh as the latest face to join the brand ambassador family ([see story](#)). Ms. Pugh starred in a debut "I Mean It's Rockstud!" campaign, showing off her acting chops in visuals that explored a range of emotions.

The [#VALENTINOGARAVANI](#) [#Rockstud](#) ballerinas star at the Valentino Studio Boutique at Point of View in Seoul.

Visit the store's Greenhouse to discover an exclusive pop-up, featuring the must-have flats alongside other studded accessories, now until June 13th.

Valentino (@MaisonValentino) [June 3, 2023](#)

Valentino has also opened a pop-up in the Greenhouse in Seoul's Studio Boutique. Running until June 13, ballet is the theme, with related decor gracing the space.

"Seeing their latest ambassador, Florence Pugh as well as ballerinas from ABT wearing the shoe adds a cheeky factor to the rollout of the shoes," Ms. Smith said.

"It's a great way to showcase where this style came from and how it has become accessible to the general public while also being stylized in a way that has created an edge to this shoe."