

RETAIL

## Advancing global retail revamp, Valentino completes construction in Paris

June 22, 2023



*The maison is settling into a new space in The City of Lights, trading in an old boutique layout for an updated design concept that continues to roll out worldwide. Image courtesy of Valentino*

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Valentino** is unveiling an updated look, having moved just a few doors down on Avenue Montaigne.

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The maison is settling into a new space in The City of Lights, trading in an old store layout for a refreshed design concept that continues to roll out around the world. Encompassing three levels, Valentino now welcomes guests to experience a dedicated men's floor, among other exclusive retail deliveries.

New levels

A stone's throw away from its original location, Valentino's latest space houses ready-to-wear and accessories for all.

In short, the boutique odes interior eras beginning in the 1930s and running through the 1970s. Surfaces of all sorts double down on a color emblematic of the house's tone of choice.

Bright shades of red are featured throughout, from decor to carpet, contrasting against the white and mineral materials throughout the three levels. Covered in crimson velvet, a "Red Room" captures Parisian fashion history and a sense of place.

Roman embellishments, such as checkered patterns, geometric elements, onyx and marble, the latter material decorating a winding staircase, additionally embellish the space.



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As Valentino is based in Rome and occupies an embassy in Paris, bringing together the two cities upholds a strong sense of heritage across visuals.

When it comes to function, however, there is more than meets the eye.

Dually inspired by the comfort of home and art galleries, the maison presents lounge-friendly spaces installed with client entertainment in mind.

Hammered brasswork by Fabio Cinti, plaster lighting by Parisian artist Alexandre Log and ceramic handle creations done by Massimiliano Pipolo are all on display, and Italian artist Gioele Amaro will be exhibiting his work in the boutique until July 15, 2023.



*Architects of the refresh looked to replicate the vibrant nature of fashion shows, and sought to infuse the intimate spaces with this energy. Image courtesy of Valentino*

The luxury project as a whole was conceived by Valentino CEO Jacopo Venturini and creative director Pierpaolo Piccioli, following a series of new boutique openings that began in 2022 ([see story](#)).

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