

APPAREL AND ACCESSORIES

Valentino outfits digital avatars in partnership with Meta

July 18, 2023



Launched July 14, the collection brings iconic looks from the maison to the Meta Avatars Store for the first time. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Valentino** is stepping into virtual reality realms with a new launch.

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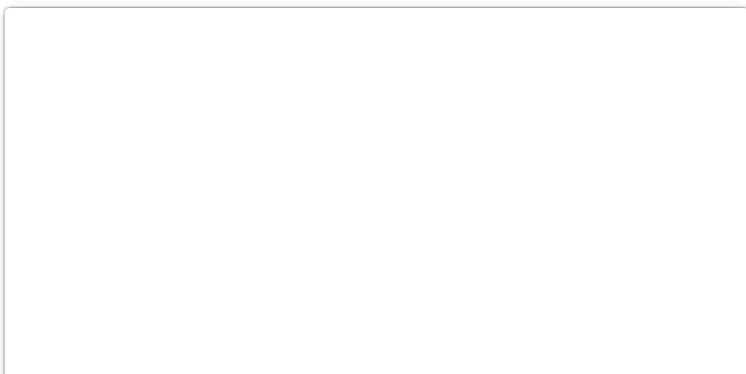
Created in partnership with social media company Meta, an assortment of special-branded digital avatar outfits brings iconic looks from the maison to the platform's Avatars Store for the very first time. The luxury apparel label seeks to find novel ways to open conversations, aiming to extend reach and welcome the latest in culture and technology by way of the digital engagement.

Digi-drop

Composed of six head-to-toe looks culled from recent collections, Valentino's online clothing capsule can be applied to avatars across the majority of Meta's apps, including Instagram, Facebook, Messenger and in the metaverse, accessible via Meta's Oculus virtual reality headset.

Therein, users can outfit their online counterparts in high-end wear while traversing "Horizon Worlds," the social media company's Metaverse platform, in which other players will be able to see the Valentino outfits once equipped.

Vibrant pieces from the brand's Toile Iconographe and Pink PP lines, and products such as the new Valentino Garavani Rockstud ballerinas ([see story](#)) are prominently featured.



[View this post on Instagram](#)

A post shared by Valentino (@maisonvalentino)

Valentino's technology-driven campaign reflects values of individuality and personality, the same facets that power its collections under current creative director Pierpaolo Piccioli.

The brand has teased that the activation is simply the first iteration of an ongoing conversation with Meta, as a secondary drop is soon to come.

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