

APPAREL AND ACCESSORIES

## Valentino bucks convention with 'Black Tie' advertising campaign

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*The brand's fall/winter 2023 collection shines as model Kaia Gerber stars in a series of black-and-white frames. Image courtesy of Valentino*

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By AMIRAH KEATON

Italian fashion label Valentino is reclaiming a longtime symbol of masculinity.

Per a campaign indicative of house creative director Pierpaolo Piccioli's design philosophy, the brand's fall/winter 2023 collection shines American model Kaia Gerber stars. Grounded by a central garment, the advertising effort emphasizes the importance of individuality and self-expression to today's consumer.

### Trendsetting in Black Tie

Entitled "**Black Tie**," new marketing from Valentino makes clear that an unconventional approach to design and embrace of inclusivity are as intertwined as ever.



*Shot by renowned American fashion photographer Steven Meisel, the fall/winter 2023 collection is captured at the Oheka Castle in New York. Image courtesy of Valentino*

Ms. Gerber fronts frames shot by renowned American fashion photographer Steven Meisel against the backdrop of the magnificent Oheka Castle in New York, the casting choice alone reflecting the growing influence of Gen Z and Millennials on the luxury fashion scene.

Assets with a look-and-feel favoring rulebreakers arrive as Mr. Piccioli's bold move to redefine the Black Tie, once associated with formality and masculine power, works to open up a world of possibilities for onlookers.

# VALENTINO GARAVANI



LONG ISLAND, NEW YORK  
KAIA GERBER BY STEVEN MEISEL

*The house's signature "Rosso Valentino" shade adorns select collection items, consciously contrasting the campaign's black-and-white palette. Image courtesy of Valentino*

Throughout the collection, modern interpretations of iconic Valentino elements, such as the stud and the roses, take on new life and significance.

The house's signature "Rosso Valentino" shade even adorns select items, consciously contrasting a primarily black-and-white palette with rogue wear and saturated Valentino Garavani accessories.

The advertising round renders the tie a symbol of inclusivity and personal expression, encouraging audiences to make the accessory their own.

## Fateful findings

In an industry that often adheres to established norms and traditions, Black Tie stands out, speaking to a fundamental shift in consumer preferences, landing right as recent studies examining updated definitions of luxury go live.

# VALENTINO

GARAVANI



LONG ISLAND, NEW YORK  
KAIA GERBER BY STEVEN MEISEL

*Aiming to redefine the tie, once associated with formality and masculine power, Mr. Piccioli opens up a world of possibilities. Image courtesy of Valentino*

Research from Horizon Media, the largest U.S. media agency, published this month posits that a growing base of luxury clients are attaching themselves to brands that champion comfort above all else, traditional values of craftsmanship and prestige included ([see story](#)).

Falling into alignment with findings, Valentino's authentic attempt at a rebellion against conventions and celebration of the unexpected suggests fashion should empower individuals to embrace their uniqueness rather than pushing an adherence to strict standards.

The premise is one that several high-end labels have explored contemporarily, the theme contextualizing former fall/winter seasons ([see story](#)).

[View this post on Instagram](#)

A post shared by Valentino (@maisonvalentino)

For businesses in the luxury fashion industry, Black Tie serves as a reminder of the importance of becoming more consumer-centric.

In a world where consumers seek meaningful connections with brands, Valentino's latest delivery proves that the ability to tell a compelling story and stand for attributes beyond the apparel itself is paramount.

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