Valentino marks new entry on Madison Avenue

November 8, 2023

Italian fashion house Valentino is continuing to push a global retail expansion plan forward.

The brand is unveiling a new boutique at 645 Madison Avenue. Among other offers, clients can find a couture experience, exclusive VIP corners, a multidisciplinary art space and distinct sales floors containing luxury ready-to-wear assortments.

**Empire state of mind**
Spanning three tiers, the 12,300-square-foot flagship features the company’s updated store concept.

Client-centric by design, a specific visual narrative, curated textures and a coordinated color scheme define a basement, ground and top level.

The label’s signature Valentino Red shade is used throughout the New York City storefront, open for business as of Nov. 8.

Valentino opens the doors to its 654 Madison Avenue boutique in New York.

Visit the new flagship store and discover the #ValentinoSpring24 collection, along with a gallery space featuring works by Mario Schifano brought to life in partnership with @magazzino Italian Art Museum.

pic.twitter.com/m2EHnQZ0Sr

Valentino (@MaisonValentino) November 7, 2023

To enter, customers can walk through a set of grand double doors, complete with sculptural marble handles crafted by an artisan whose work lives Valentino’s international retail footprint.

The same handles are seen across the high-end salon, this time in an alternate material modeled by Italian ceramist Massimiliano Pipolo. Valentino Menswear is featured below ground.
On the entry floor, tall ceilings standing at 23 feet meet concrete finishes and exposed steel columns. Interiors are paired with prestige bags, sparkling shoes and fine fabrics, which rest on illuminated shelving.

Bespoke elements such as marble carpets maintain continuity, joining a green onyx display unit, sitting center of the store.

Rosso Valentino collections are floated toward the back of the flagship, with footwear to the right of the first-floor installation. A travertine red is transposed onto the surrounding area, appearing boldly against even darker interior hues.

Some apparel selections are also presented on the main level, boxed off by concrete shelves. The separation is enforced by crimson velvet walls, for an additional feeling of privacy.

A staircase leads to the second floor, home to women’s ready-to-wear collections.

Presented in a ruby-hued lacquered wardrobe structure, matching seating adds contrast to a black and white marble checkered floor.

Two VIP areas are situated on this level. It is here that Valentino adds a note of Italian hospitality to the journey of its clients. The ivory sitting room and dressing area nod to the maison’s workshops, the try-on spot designed to produce an ambiance of intimacy and exclusivity.

Apartment-like in look, bespoke seating and furniture are joined by contemporary chandeliers designed by American lighting specialist Roll & Hill, the chairs done by French interiors studio Charles Zana.
Within a mezzanine on the ground floor, luxury shoppers can explore temporary art displays, made possible by way of a partnership with Magazzino Italian Art, a museum and research center based in the city.

The gallery is currently showcasing five large-scale works from Italian painter Mario Schifano.

The Midtown East debut complements Valentino's multiyear retail revamp (see story), the effort bringing together hospitality, personalized customer care and modern design concepts.