

APPAREL AND ACCESSORIES

# Valentino pushes holiday travel plans

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*Envisioned by creative director Pierpaolo Piccioli, the segment stars English model Rosie Huntington-Whiteley. Image courtesy of Valentino*

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By ZACH JAMES

Italian fashion house Valentino is taking an unorthodox approach to the gift-giving season.

British model Rosie Huntington-Whiteley wears items from the brand's spring 2024 collection in "Paris, A Night's Tale." Envisioned by creative director Pierpaolo Piccioli, Valentino's holiday campaign does not feature a prominent festive twist, instead embracing travel in a showcase of the luxurious possibilities that await consumers abroad.

## "Paris, A Night's Tale"

Debuted Nov. 9, the house's digital-first holiday campaign brings Ms. Huntington-Whiteley to a landmark location in France's capital city.

*Valentino presents Paris, A Night's Tale Episode One*

Shot on location at Paris' historic Place Vendome, the "Paris, A Night's Tale" series shows its main character preparing for an event at the venue later that evening, sporting multiple luxury looks in the process.

Womenswear selections such as tweed jackets, mini and mid-length dresses, knitwear, knee-high boots and Valentino Garavani Loc bags feature heavily. These clothing items and accessories uphold an air of elegance throughout.

Meanwhile, the [Compact Drap Cape](#), [Crepe Couture Short Dress](#) and [Stretched Viscose Jumper with Feathers](#) take after traditional hues. Vibrant "PP" pinks, a signature of Mr. Piccioli's, and other bright colors are similarly present across several ready-to-wear garments.



*The campaign platforms the brand's spring 2024 collection. Image courtesy of Valentino*

Fine jewelry picks from the Garavani line join the spring 2024 assortment on display, which is on sale now.

In the newly-released first episode in which it features, Ms. Huntington-Whiteley's wake-up is specifically pictured as she gets ready for the day after a restful slumber.

The campaign is running through the end of the holiday season, so in the coming weeks, "Paris, A Night's Tale" will be updated with new digital content entries, allowing consumers to follow to the end when the celebrity will attend the evening event.

### **Platforming elegance**

The entire Valentino ecosystem seems to be getting involved, from the company's beauty division to its optical arm.

New holiday gift sets of the brand's beauty products, as well as a few new makeup drops, comprise Valentino Beauty's contributions to the marketing push, with Swiss eyewear brand Akoni providing holiday-themed accessories.

The campaign, overseen by Mr. Piccioli, was captured by American photographer and director Theo Wenner, a frequent tap of luxury labels, including French fashion house Chanel ([see story](#)), British fashion house Stella McCartney ([see story](#)) and French fashion house Chlo, among others.



*Valentino's signature "V" emblem is integrated into the chain of this season's Garavani VLogo Moon bag. Image courtesy of Valentino*

Ms. Huntington-Whiteley, the star herself, is no stranger to brand partnerships.

The model-turned-influential fashion figure has amassed a strong social audience over the years, having already begun cross-promoting "Paris, A Night's Tale" to her 20 million Instagram followers. She carries this season's "it" bag in the advertisement, holding the Valentino Garavani VLogo Moon close in multiple shots.

In fact, handbags appear to be a major sales avenue this season, with Valentino's popular Loc, Rockstud and as mentioned, Moon bags made available in festive hues as part of the effort. New mini variations have also been released.

In prior months, the Rockstud line particularly has driven the house's activities, positioned front-and-center amid various activations ([see story](#)). The handbag played a central role alongside British actress and brand ambassador Florence Pugh ([see story](#)) in previous marketing rounds.

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