

FRAGRANCE AND PERSONAL CARE

# Valentino vyes for self-expression in Green Stravaganza' campaign

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The new perfume is housed in a 100 percent recycled glass bottle. Image credit: Valentino

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By EMILY IRIS DEGN

Italian fashion house Valentino is promoting history and modernity in a fresh beauty advertisement.

The newly released Green Stravaganza campaign stars South Sudanese-Australian model Adut Akech and American singer Anwar Hadid, both of whom are brand ambassadors. The slot showcases the latest addition to the Born in Roma fragrance line, promoting self-expression, inclusion and sustainability in the process.

"Green is close to nature, so it can be calm and peaceful but it also has an extravagant vibe," said Pierpaolo Piccioli, creative director at **Valentino**, in a statement.

## Opportunity for opulence

The Green Stravaganza scent is marketed as being "for her, for him, for them" on the brand's website, YouTube channel, Instagram and other digital touchpoints.

This attitude is reflected in the 45-second-long campaign video, directed by American filmmaker Harmony Korine, in which Ms. Akech and Mr. Hadid are joined by a cast of young friends. Each of the diverse talents holds their own Born in Roma fragrance, with the central duo specifically tied to the emerald drop.



The brand brings together its reputation for extravagance, and young people's prioritization of sustainability and inclusion. Image credit: Valentino

Visuals were provided by Italian-Swiss fashion photographers Luigi Murenu and lang o Henzi.

The two 24-year-old brand ambassadors frolic through Roman gardens and a lavish mansion called the Villa Aldobrandini, located in Frascati, Italy. The centuries-old, baroque setting offers a stage reflective of Valentino's reputation for opulence and appreciation of art history ([see story](#)).

Halfway through the video, Ms. Akech and Mr. Hadid join their friends in the old European streets of a nearby city.

They ride mopeds, run through stone alleyways and prance down staircases.



*The Rockstud-inspired bottles pop up throughout the Roman campaign visuals. Image credit: Valentino*

Bottles of Green Stravaganza can be spotted throughout the scenes, as the figures pull out their products to spritz on in between their adventures. The maison states that this allows the wearer to express themselves "without restraint."

As individuality continues to be a key value for younger generations, many in luxury are keeping it in mind for campaigns, collections and more ([see story](#)).

Valentino's embrace of it could secure customer loyalty among millennials and Gen Zers ([see story](#)). Also, acknowledging non-binary gender identities in product listings and ads for Green Stravaganza could further appeal to the group and grant the scent versatility, able to be used by all.



*A diverse cast sets the tone for the new fragrance. Image credit: Valentino*

The brand has long promoted unisex offerings and individuality ([see story](#)), a reputation that could lend this latest stride a note of authenticity.

### **The sustainability factor**

The new fragrance is not just green in color.

With floral and amber notes, the perfume was made with sustainably sourced ingredients. This is thanks to Valentino's Acts of Love, the beauty division's eco-friendly initiative.

Green Stravaganza is also housed in a 100 percent recycled glass bottle. Circularity is not new to the company ([see story](#)), but highlighting this could play into the high-end market's increased embrace of reused materials.

*Valentino presents a vibrant ode to Roman extravagance*

This container is designed after the label's famed Rockstud fashion look ([see story](#)). Last year, the house boosted the motif on multiple occasions ([see story](#)).

With this latest application, it appears that Valentino is marrying environmentalism and high fashion aesthetics, a combination that could appeal to luxury fans of all generations.

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