

INTERNET

## Valentino pushes new shoe collection in whimsical video

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By ERIN SHEA

Italian label Valentino is pushing the new Tan-go shoe collection in a “The Wizard of Oz”-themed video featuring its sparkling red heels.

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The “Sparkling Red Explosion” campaign for the Tan-go shoes is being promoted on Valentino’s digital platforms including social media, email and the homepage of its Web site. The label is likely to attract consumer attention by incorporating a well-known and playful theme into the campaign.

"The Valentino ad has a certain whimsical aspect and creates a sense of wonder in the viewer," said Lauren Bates, email operations specialist at **Blue Moon Works**, Denver, CO.

"The campaign nods to a certain iconic movie, which in turn creates more appeal and curiosity," she said. "The brand has created a magical place for adults, if only for 37 seconds, where they can get lost in the moment.

"This sense of awe makes the viewer want to learn more about the designer, even if they have no prior knowledge."

**Valentino** did not respond by press deadline.

Red slippers

Valentino sent out an email to its customers to promote the Tan-go collection.



### *Valentino email*

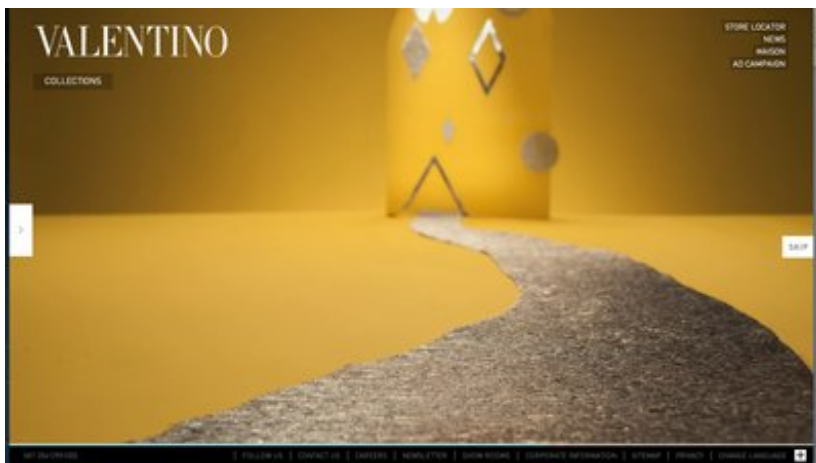
A click-through on the email takes consumers to the homepage of Valentino's Web site where the Sparking Red Explosion video immediately starts playing.

The 37-second video starts off with a curtain being drawn to reveal a pair of sparking red heels.

The heels move about in a tap dance to show off their shimmering color, then move apart as a spiral made out of paper comes between them and spins through the screen.

The video cuts to another scene of the heels back to back as a white hand emerges from the ground and attempts to seize the shoes.

Then, the heels spin around and click together as the background changes to yellow and a shimmery path emerges in front of them. The path leads to a castle in the distance, which seems to be a play on The Wizard of Oz.

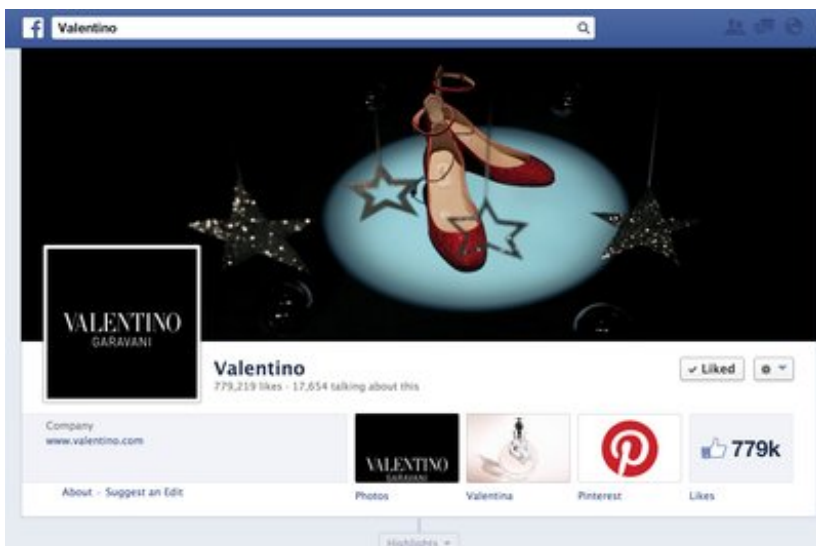


### *Video still*

The video ends as the shoes come together once again and are shown in the spotlight clicking heels together as the curtain closes.

The video can be viewed on the homepage of Valentino's Web site.

In addition to sending out an email, Valentino also promoted the collection on its social media pages.



### *Valentino Facebook page*

The Tan-go collection ranges from \$795-1,545.

### *New shoes*

Valentino has previously used other innovative digital campaigns to push its shoe collections.

For instance, the label flaunted the Pop Pois collection through a pop art video embedded on the collection's Web site that shows off the polka dot products.

The video and collection were promoted through an email sent out to the brand's list that contained a link to the collection Web site where the video is shown. The collection consists of various items with a similar polka-dot design such as dresses, scarves and shoes (*see story*).

In addition, Valentino upped the shopping experience on its ecommerce site through a digital shoe boutique that it leveraged with two online-exclusive items designed by the creative directors.

The shoe section of Valentino's ecommerce site uses the scroll function of a computer to let consumers go further into a display room, which the label is dubbing the world's largest virtual shoe boutique. Valentino invited its email list to preview the digital shopping experience last week likely to tap its list of brand loyalists on the opt-in channel ([see story](#)).

With its new video, Valentino seems to have caught on to a trend of abstract videos, which others brands are also using.

"The stop-motion-esque way in which the campaign was shot is on trend with higher end fashion brands in a new surge of how brands are using animation to capture consumers' attention, again speaking to the playful side of their followers," Ms. Bates said.

"Valentino has created a playful way to attract interest in the collections," she said. "Not only will it gain interest in the accessories, but the brand has found a way to keep people on the site and wanting to learn more."

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/EPT46EoMj\\_s](https://www.youtube.com/embed/EPT46EoMj_s)

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