

Valentino

Sibley Dickinson

Valentino History

- ★ Founded in 1960 by Valentino Garavani in Rome, Italy
- ★ Creative director Pier Paolo Piccoli since 2008
- ★ Famous for Valentino red, bows, princess gowns, expert craftsmanship with ruching, likes femininity & eccentricity



Customer Profile

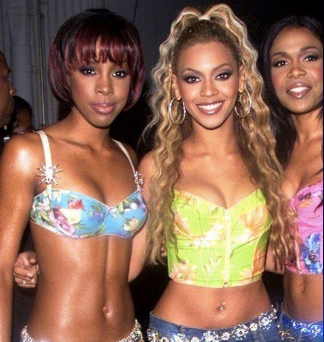
- ★ Demographics: 18-30, college or working age, city girl
- ★ Character Traits: young, hip, feminine, spunky, edgy, sassy
- ★ Interests: concerts & music festivals, shopping, traveling, vacationing, fine dining, clubbing



Val's Gals

- ★ Spring 2022
- ★ Ready to Wear
- ★ Named after the nickname of Valentino's muses over the years
- ★ Short, girly, spunky name to match the vibe of the line
- ★ Inspired by Tom Ford Gucci, Bratz, Barbie, Moschino, Miu Miu, Early 2000s





Valentino Inspiratio



Key Trends



Crazy Prints



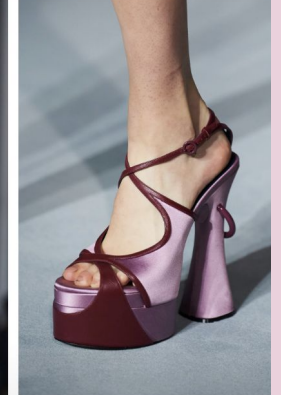
Baggy Jeans



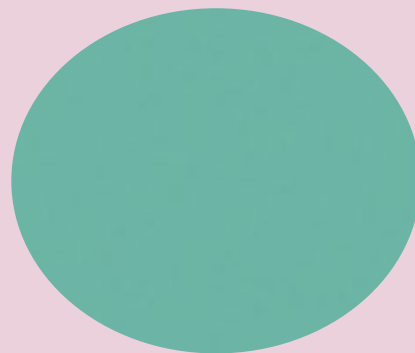
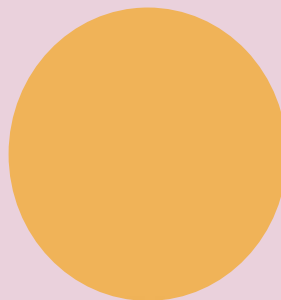
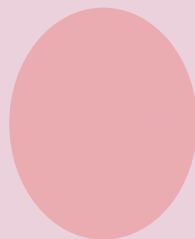
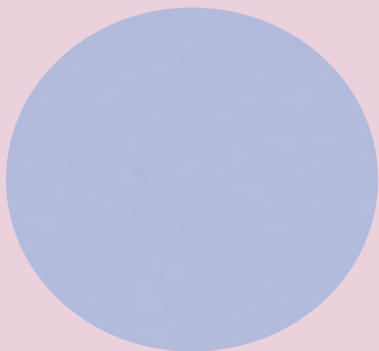
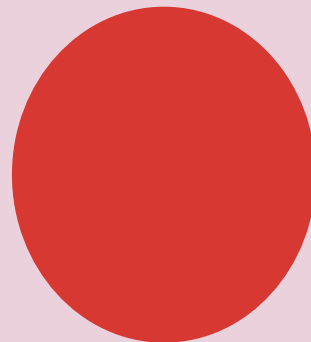
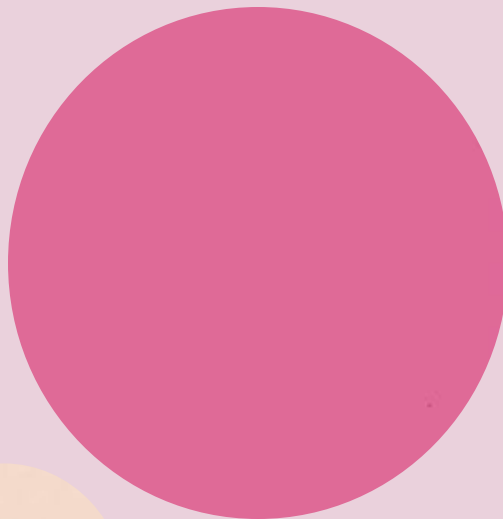
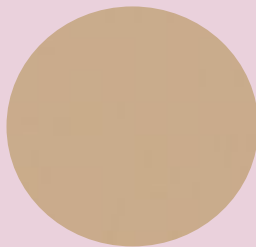
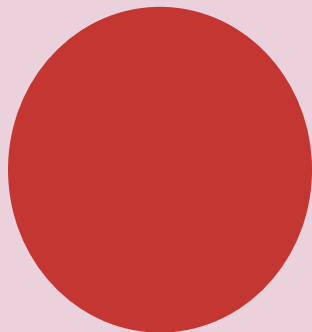
Renaissance Revival



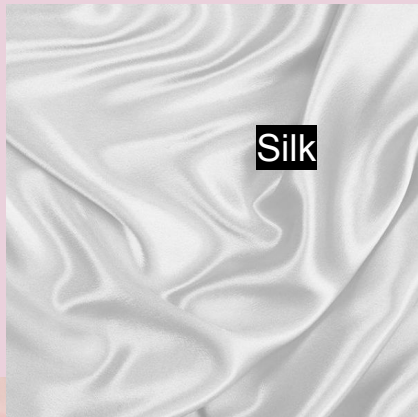
Flirty & Feminine



Colors



Fabrics & Colors



Silk



Denim



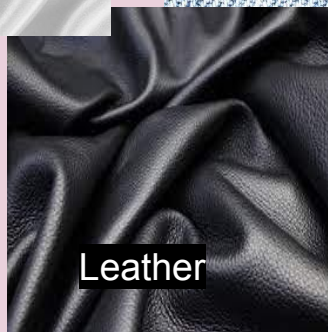
Latex



Cotton



Chiffon

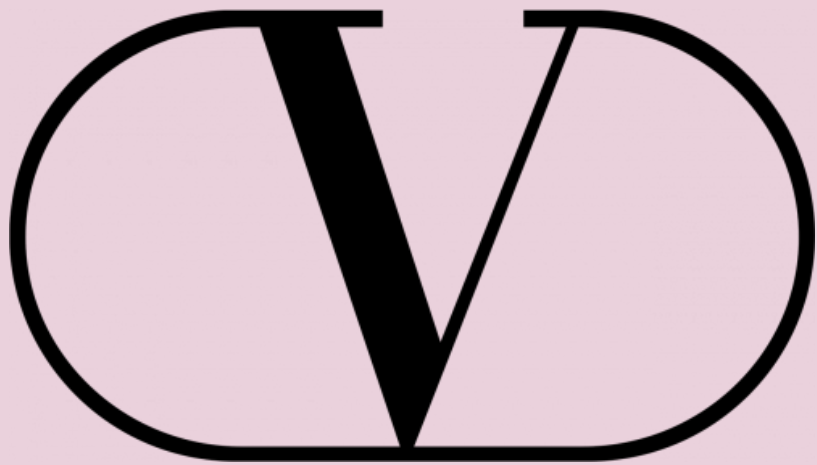


Leather

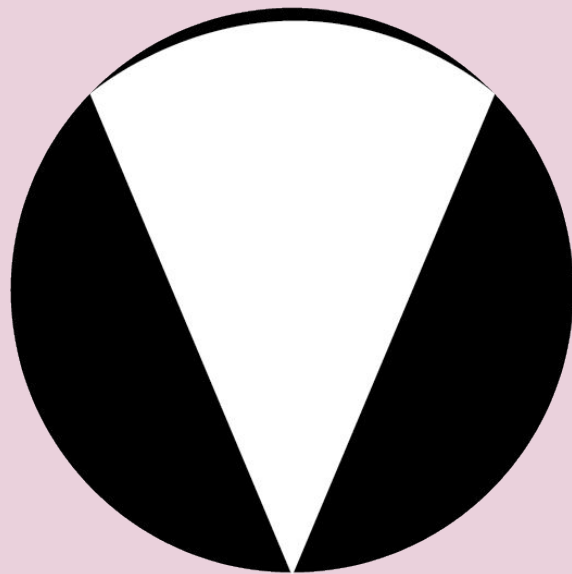


Hemp

Logo



Old

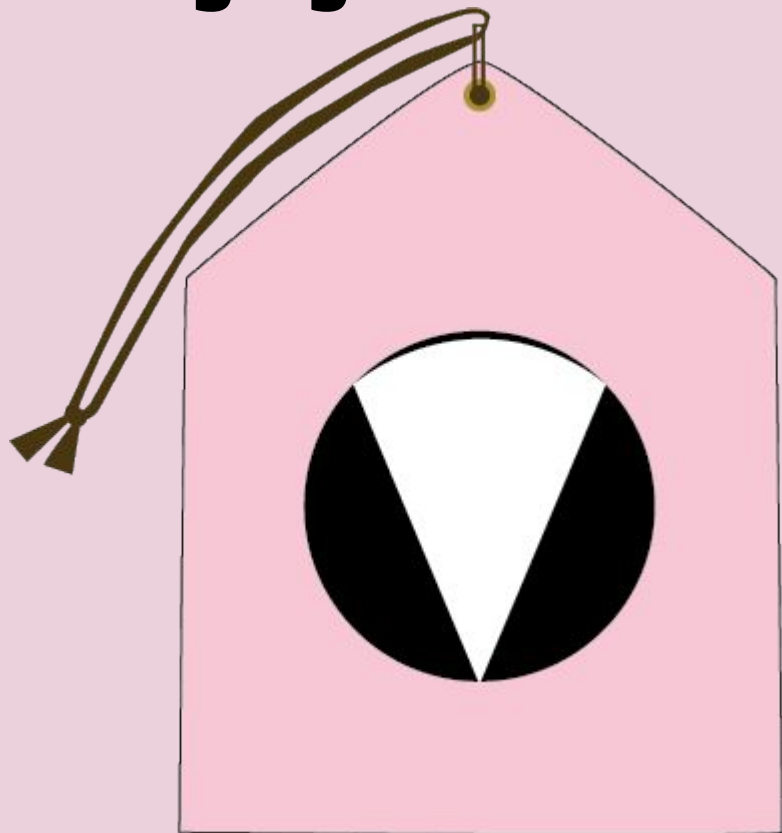


New

Label



Hangtag



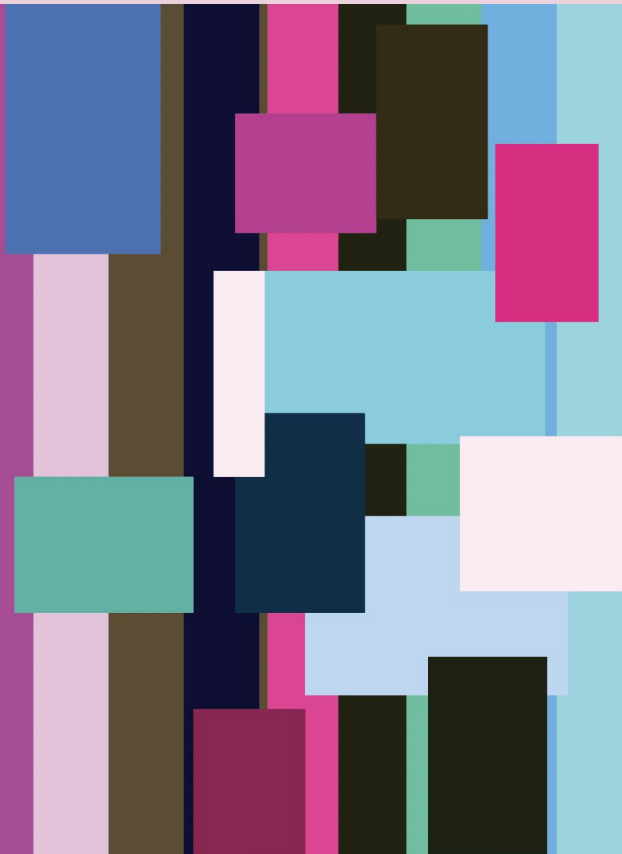
Packaging Item



Poster/Business Ad



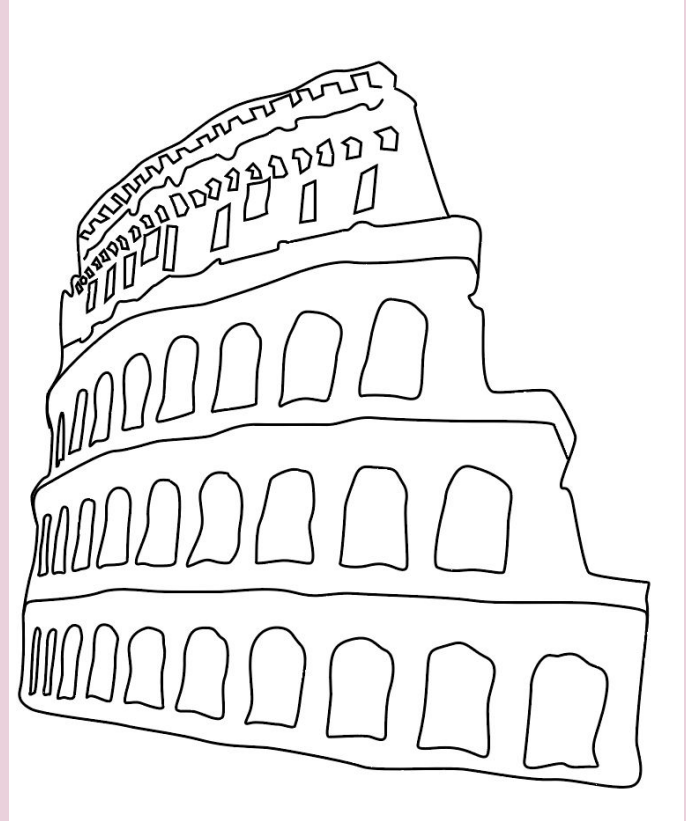
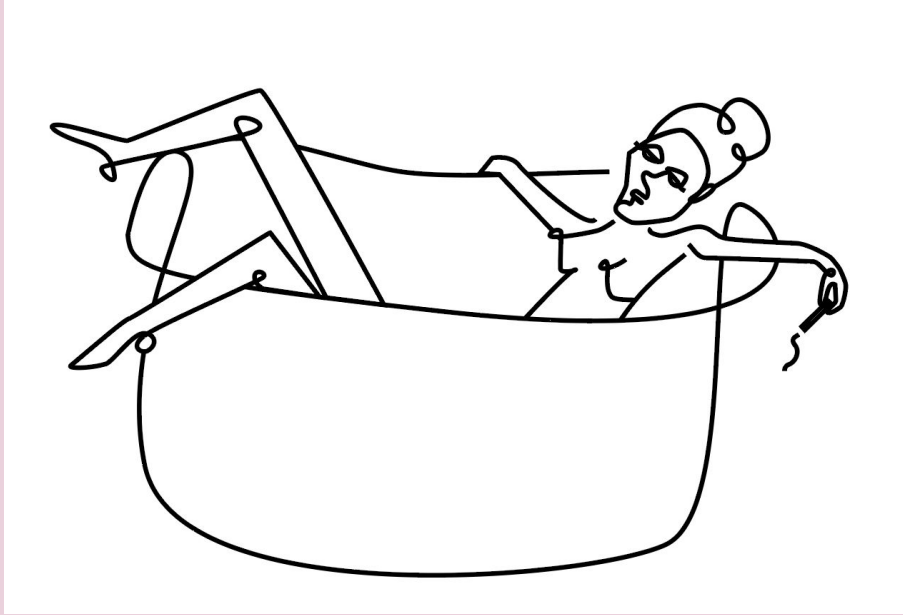
Surface Designs



1-2 Print Graphic



Print Graphics



Prototype

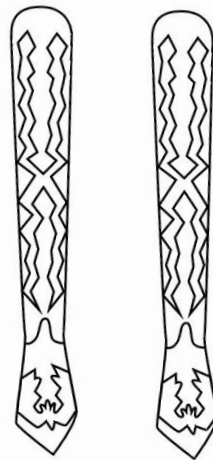
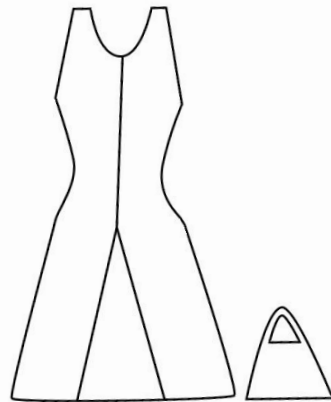


Look #1

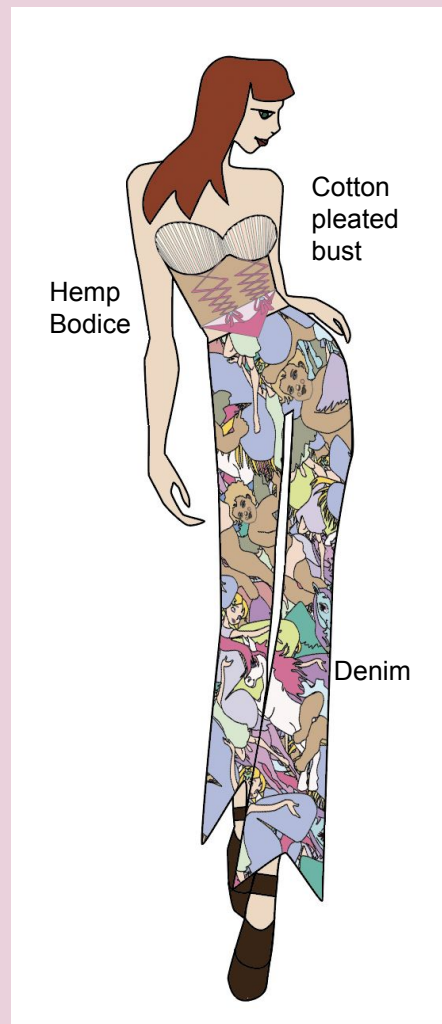
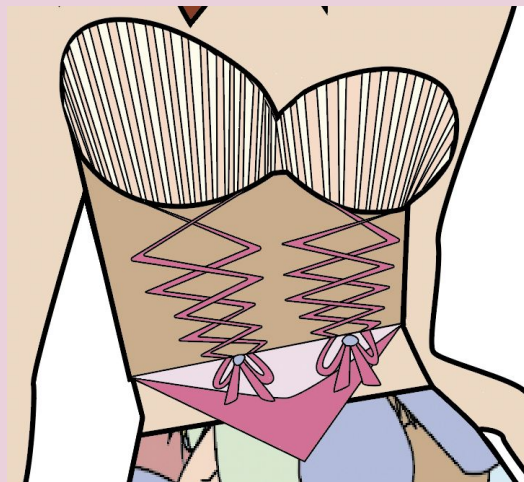
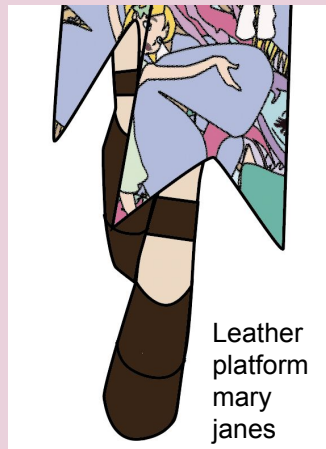
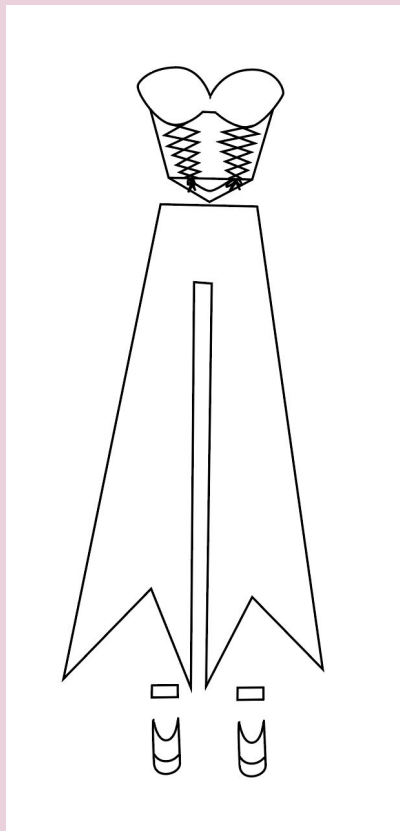
Latex split
dress



Leather
thigh-high
cowgirl boots



Look #2



Look #3

