

# 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

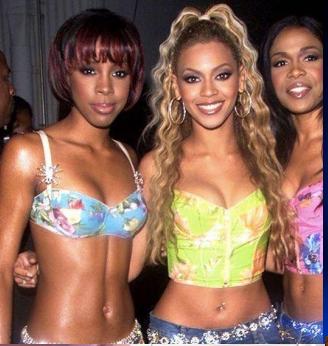
- ★ Demographics: 18-30, college or working age, city girl
- ★ Character Traits: young, hip, feminine, spunky, edgy, sassy
- ★ Interests: concerts & music festivals, shopping, traveling, vacationing, fine dining, clubbing



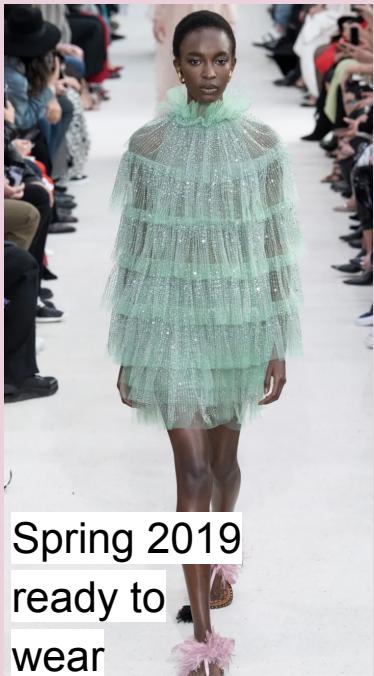
# Val's Gals

- ★ 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 Inspiration



# Key Trends



Crazy Prints



Baggy Jeans



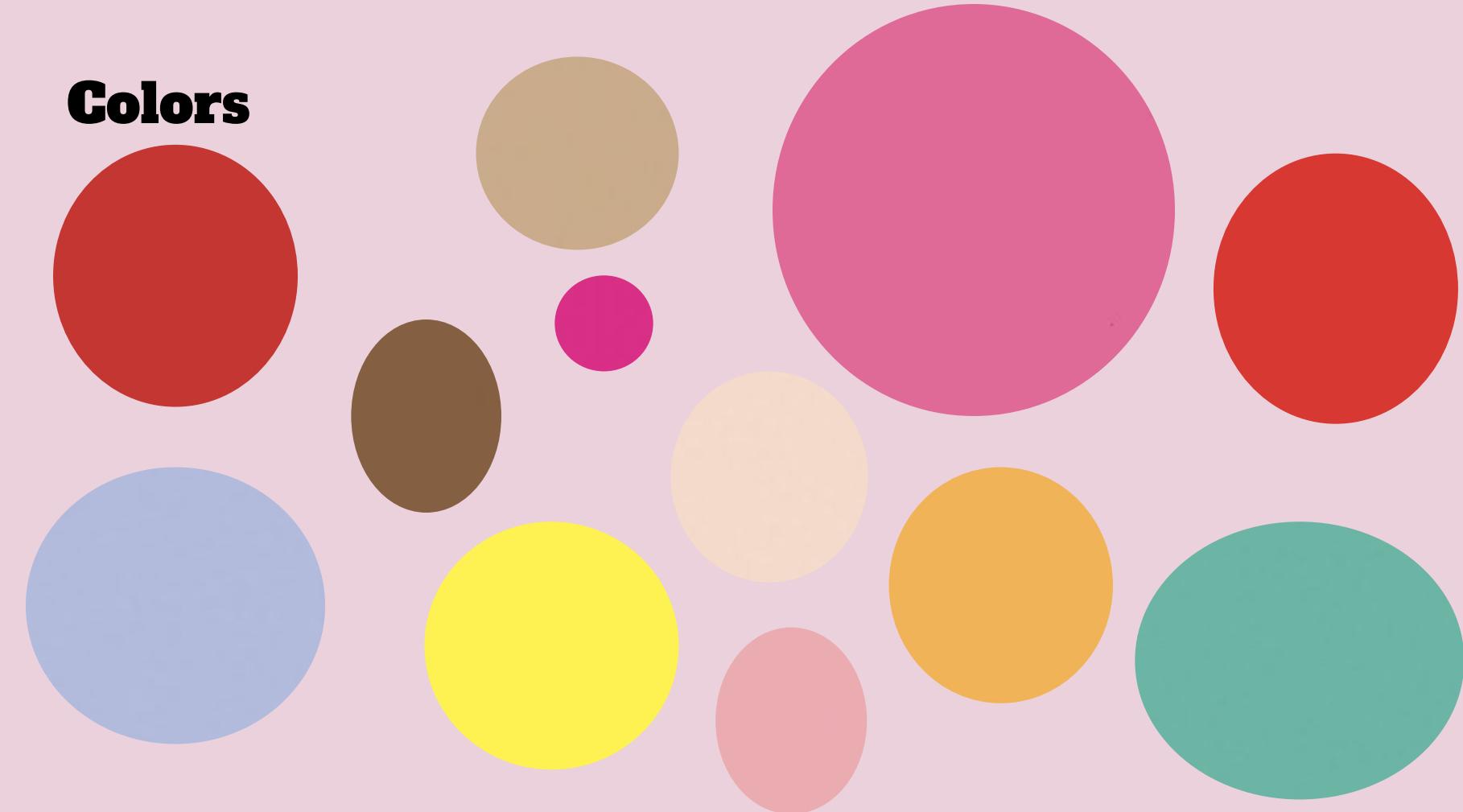
Renaissance Revival



Flirty & Feminine



# Colors



# Fabrics & Colors



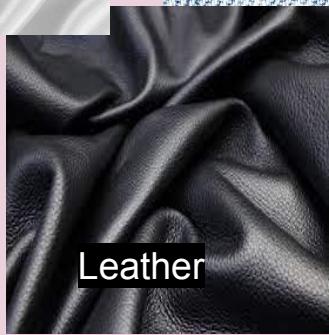
Silk



Denim



Chiffon



Leather



Latex

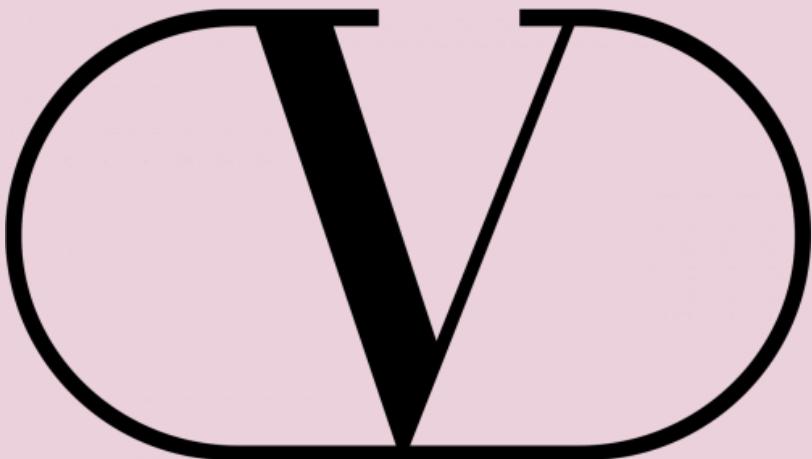


Cotton

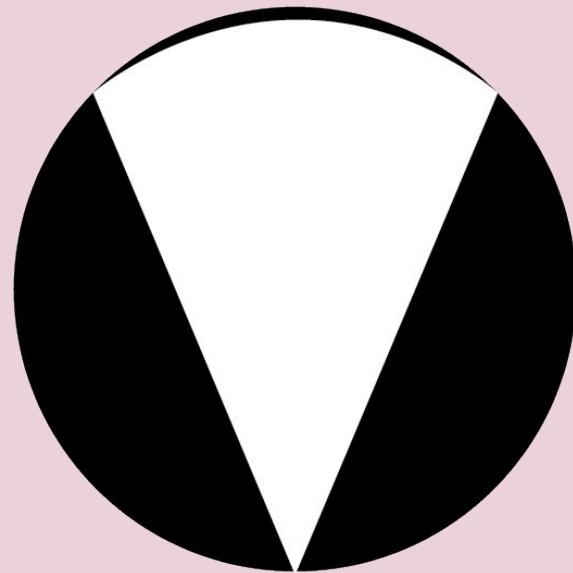


Hemp

# Logo



**Old**

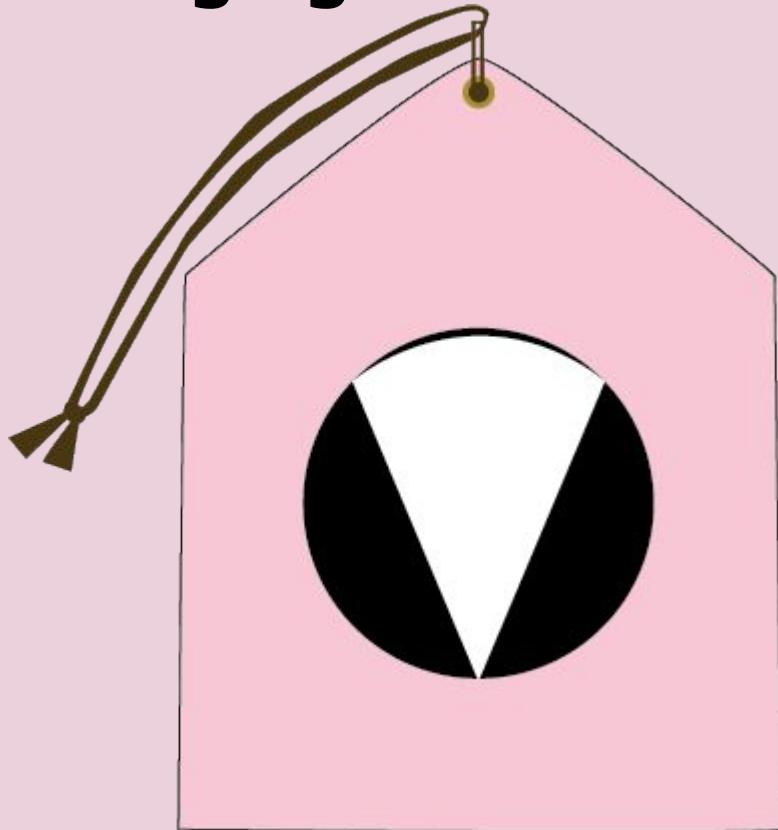


**New**

# Label



# Hangtag



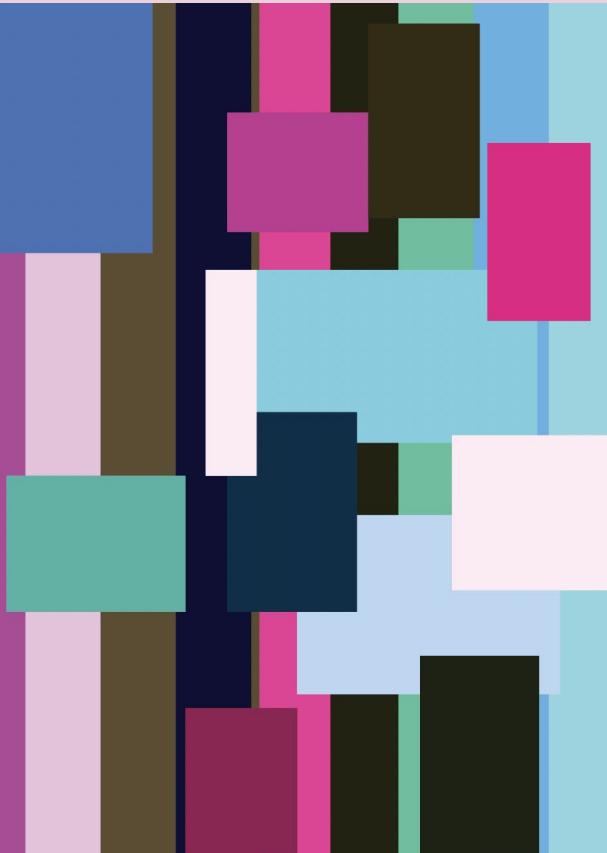
# Packaging Item



# Poster/Business Ad



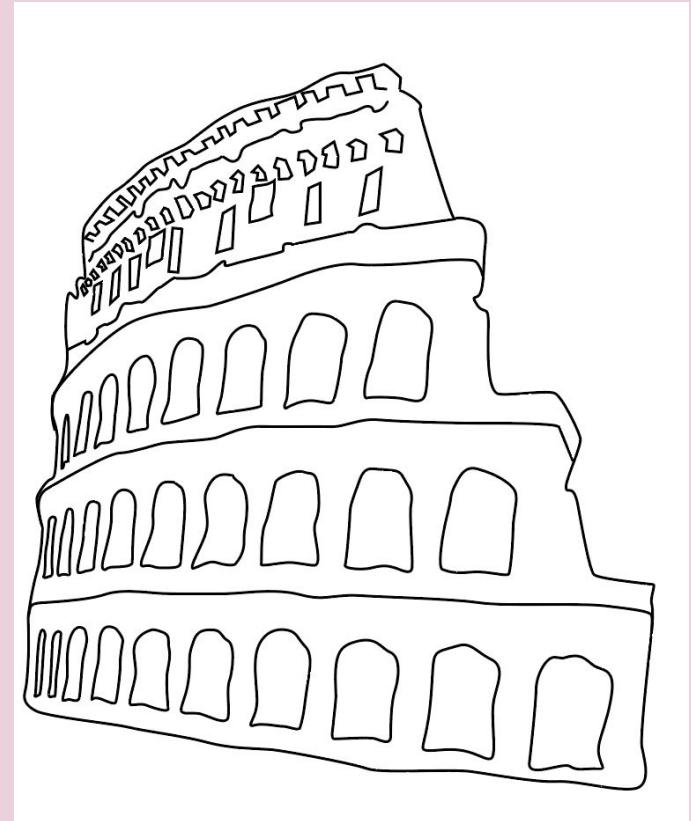
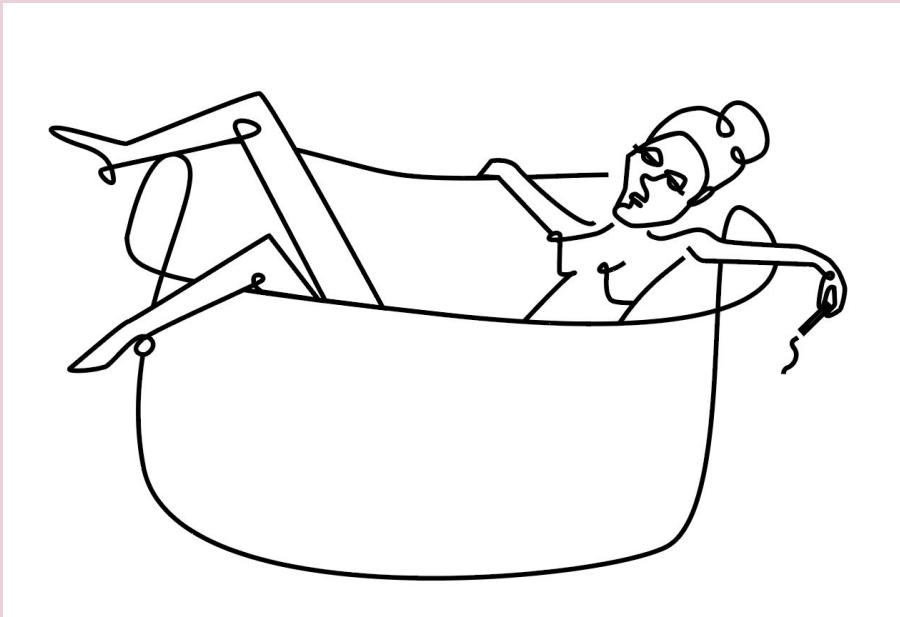
# Surface Designs



# 1-2 Print Graphic



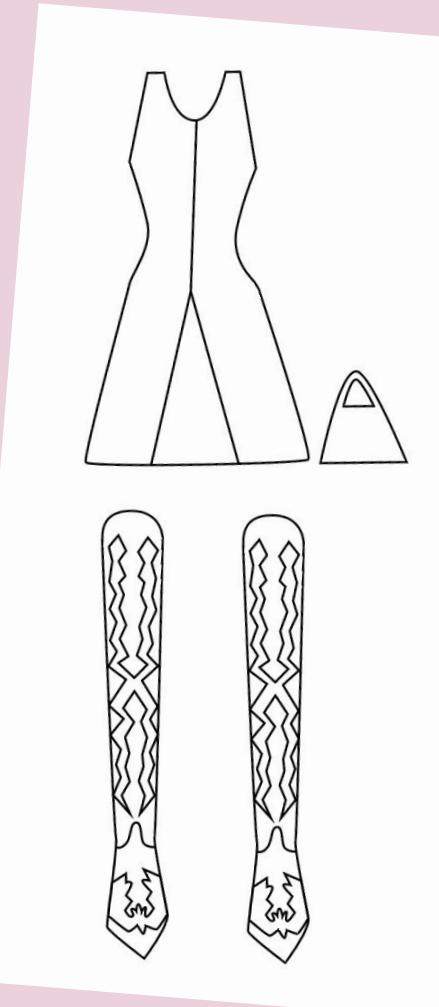
# Print Graphics



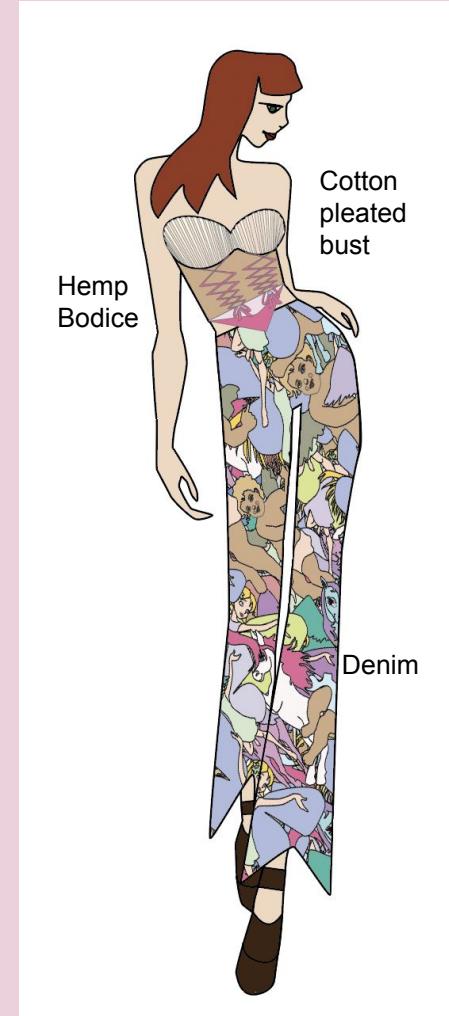
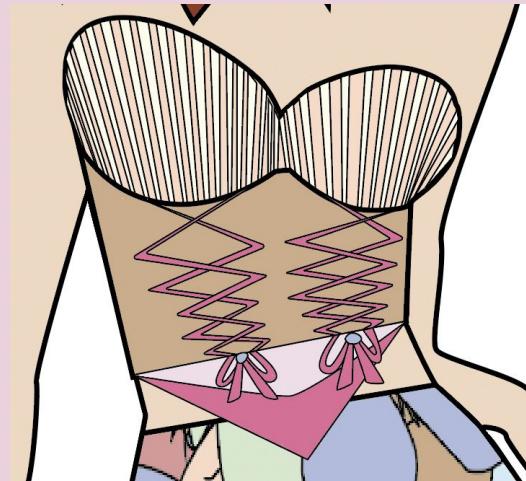
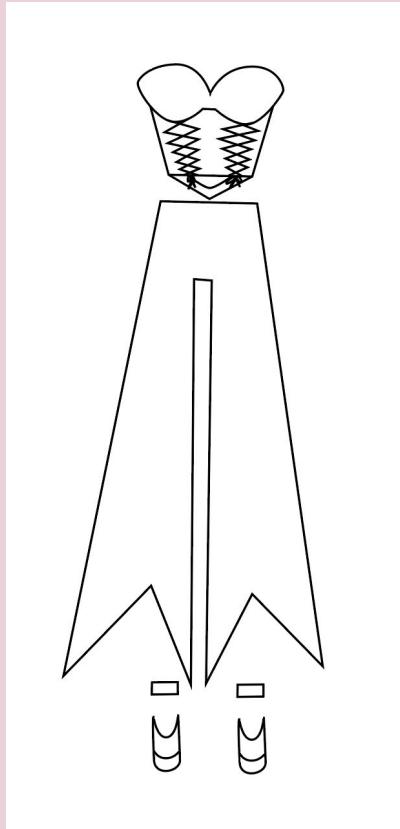
# Prototype



# Look #1



## Look #2



# Look #3

