

VALENTINO



Brand Overview

- Valentino Garavani opened his own atelier in Rome in 1959.
- Giancarlo Giametti became Valentino's partner in 1960, and moved the salon and atelier from Via Condotti to Via Gregoriana
- During the 1970s, Valentino was taken under the wing of Vogue editor Diana Vreeland and spent a lot of time in New York becoming part of the Studio 54 crowd.
- Valentino himself stayed involved with the brand until his retirement in 2008, after his retirement creative director was handed over to Maria Grazia Chiuri and Pierpaolo Piccioli.
- The current creative director is Pierpaolo Piccioli.



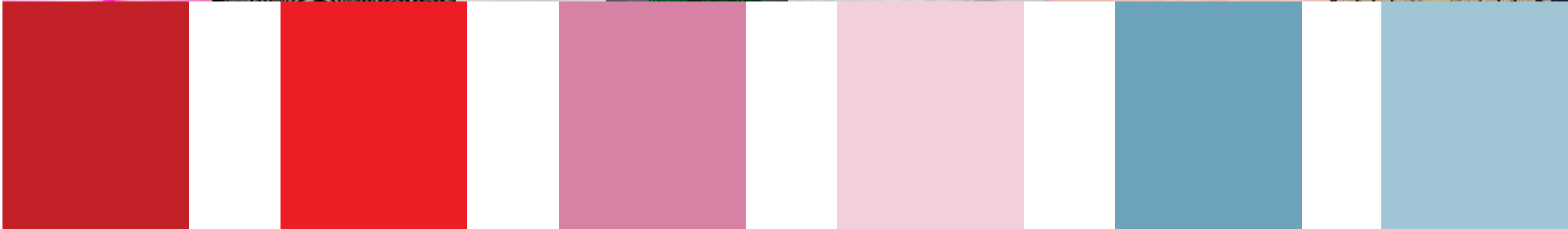
Brand Identity

- Valentino is known for their creation of dresses, however, they do not only make dresses, Valentino has expanded into all types of clothing for both menswear and womenswear, as well as accessories.
- The brand is renowned for its use of the colour 'Valentino Red' and it is always used in each collection with one show stopping dress in the iconic colour.
- They also use lots of other bright colours and most recently have done an entire pink collection in their colour 'Pink PP'.

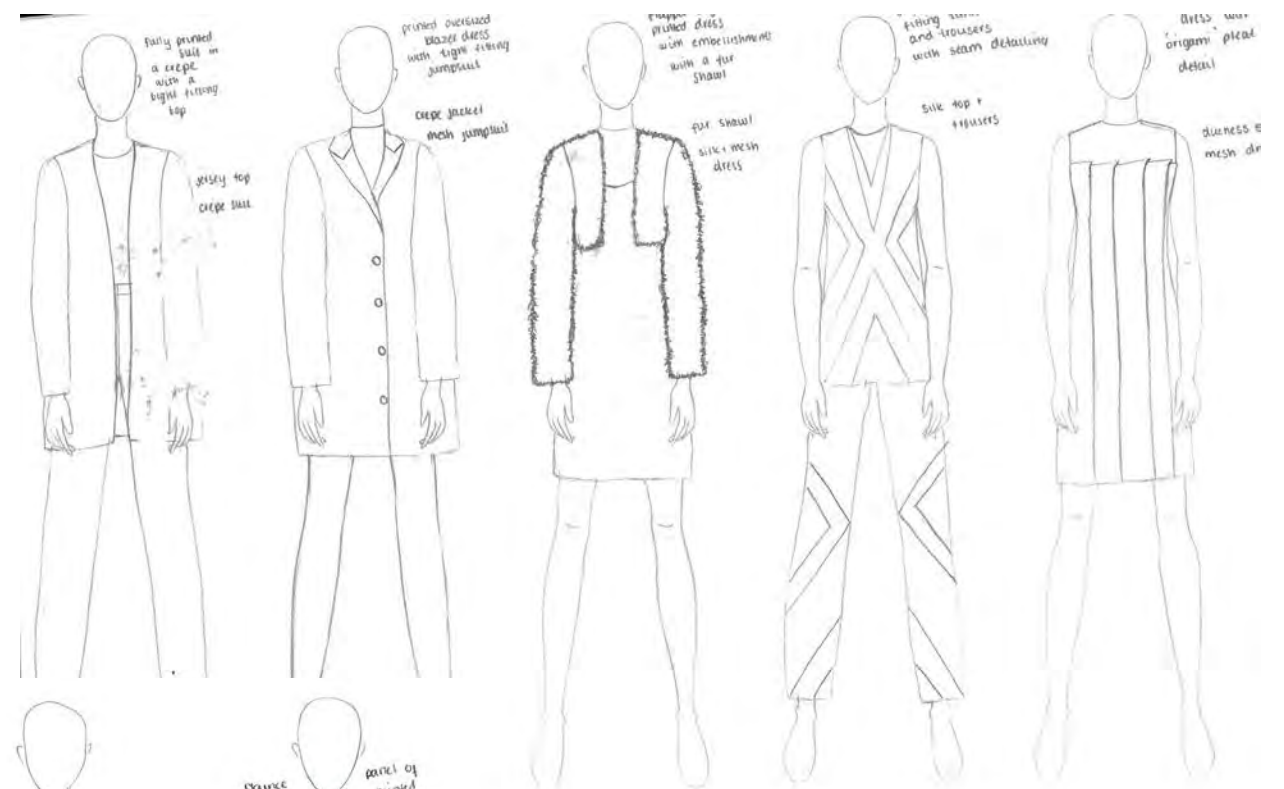
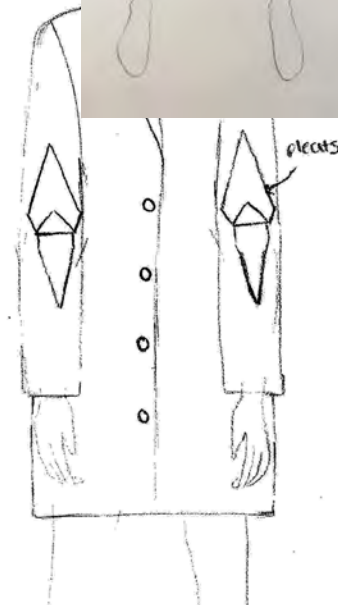
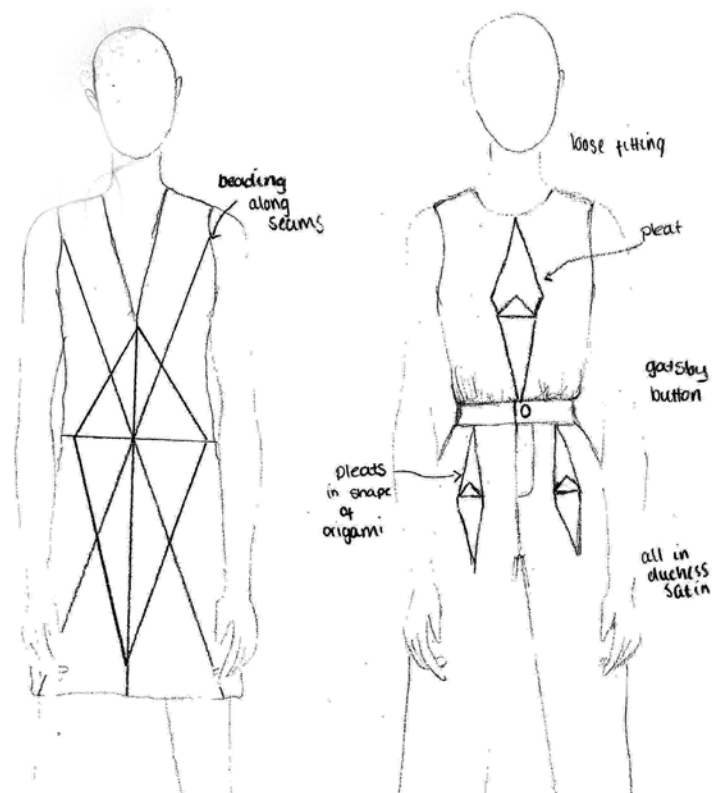
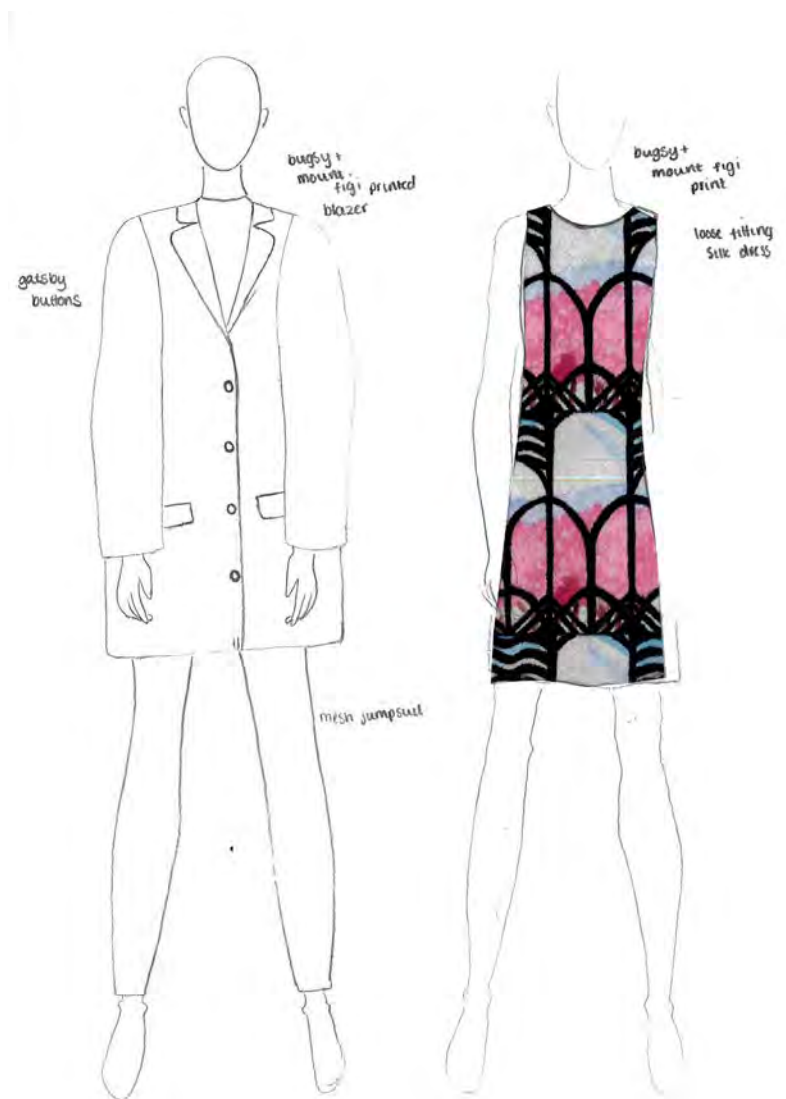




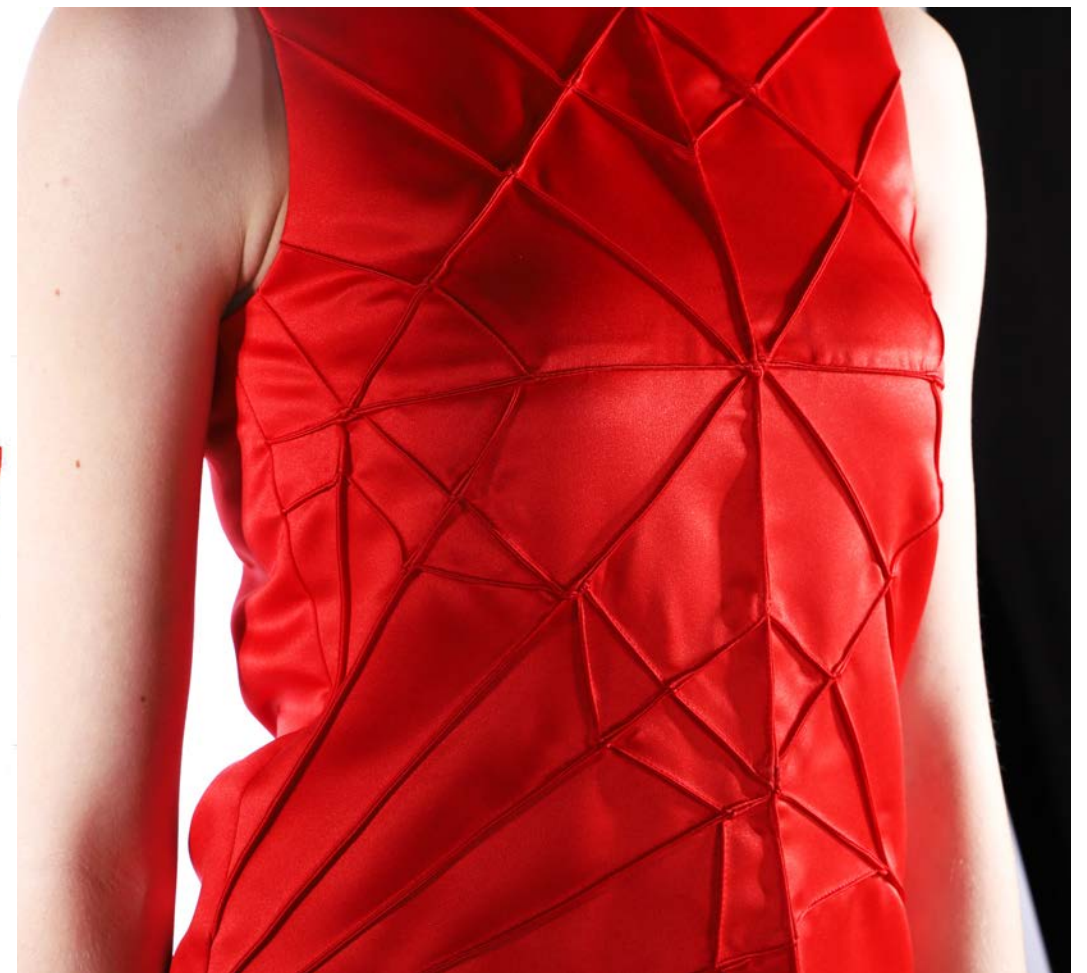
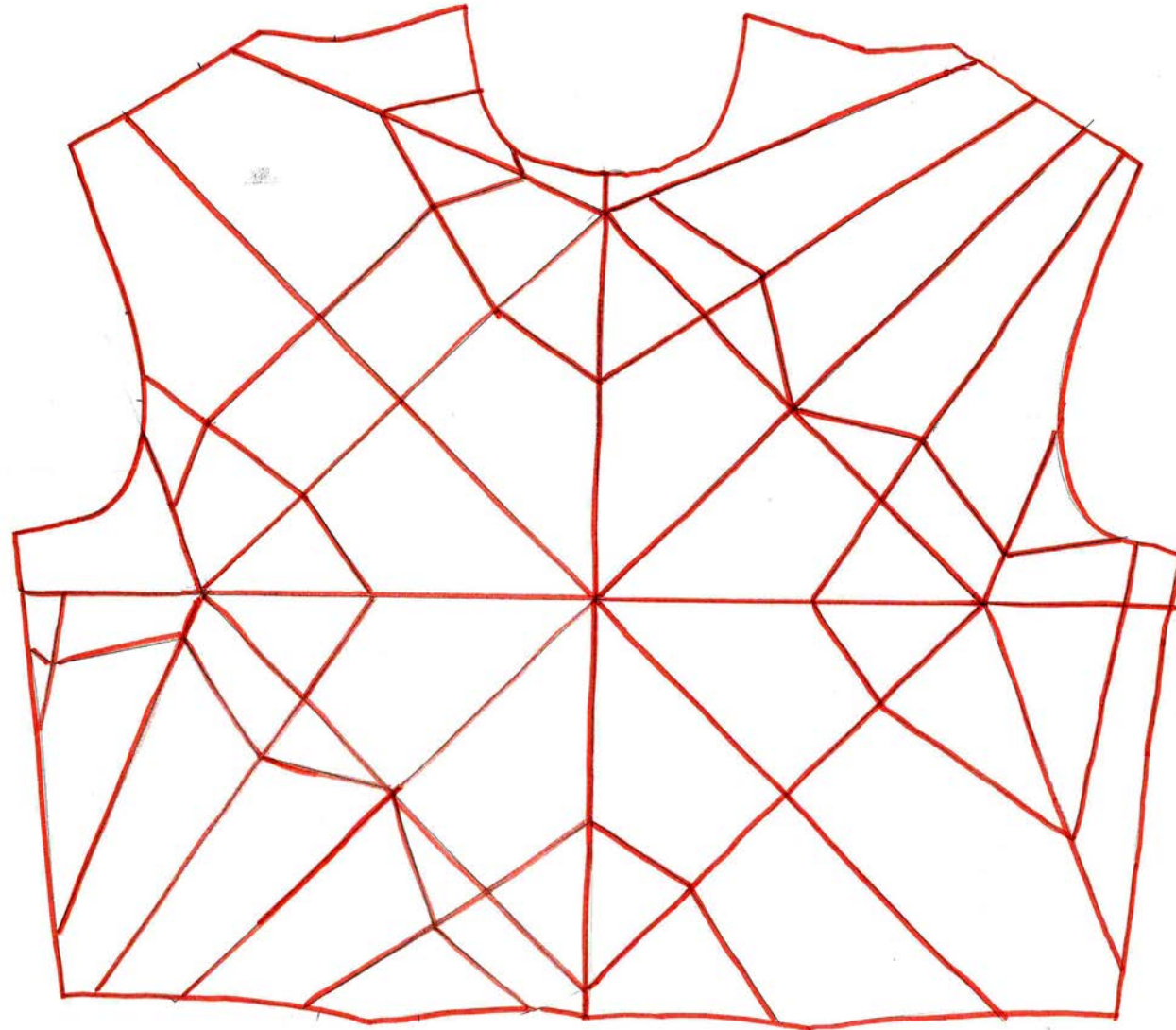
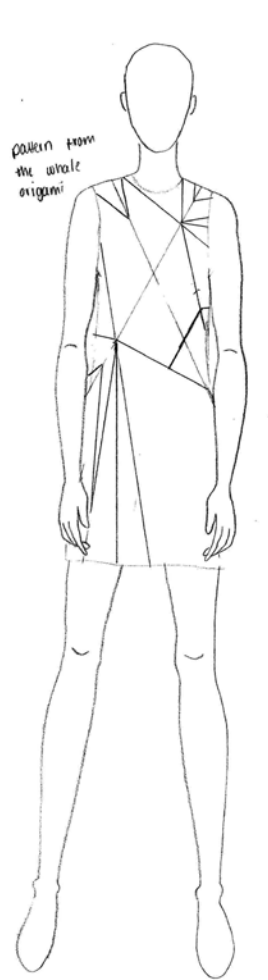
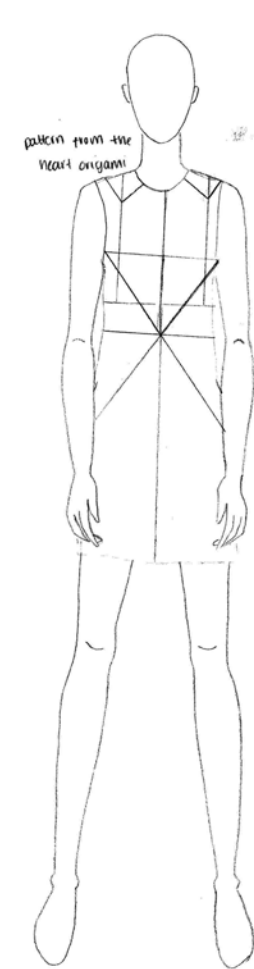
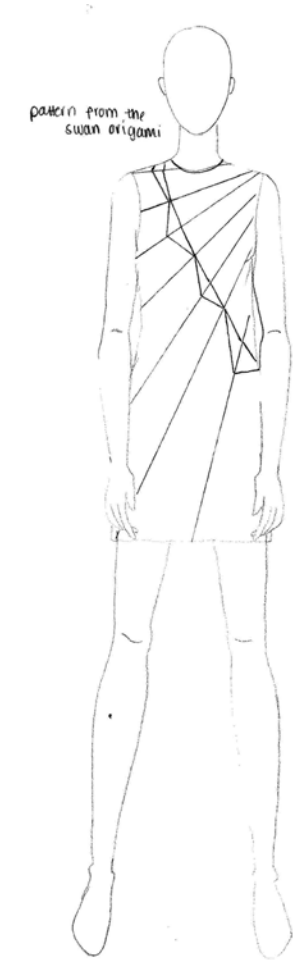
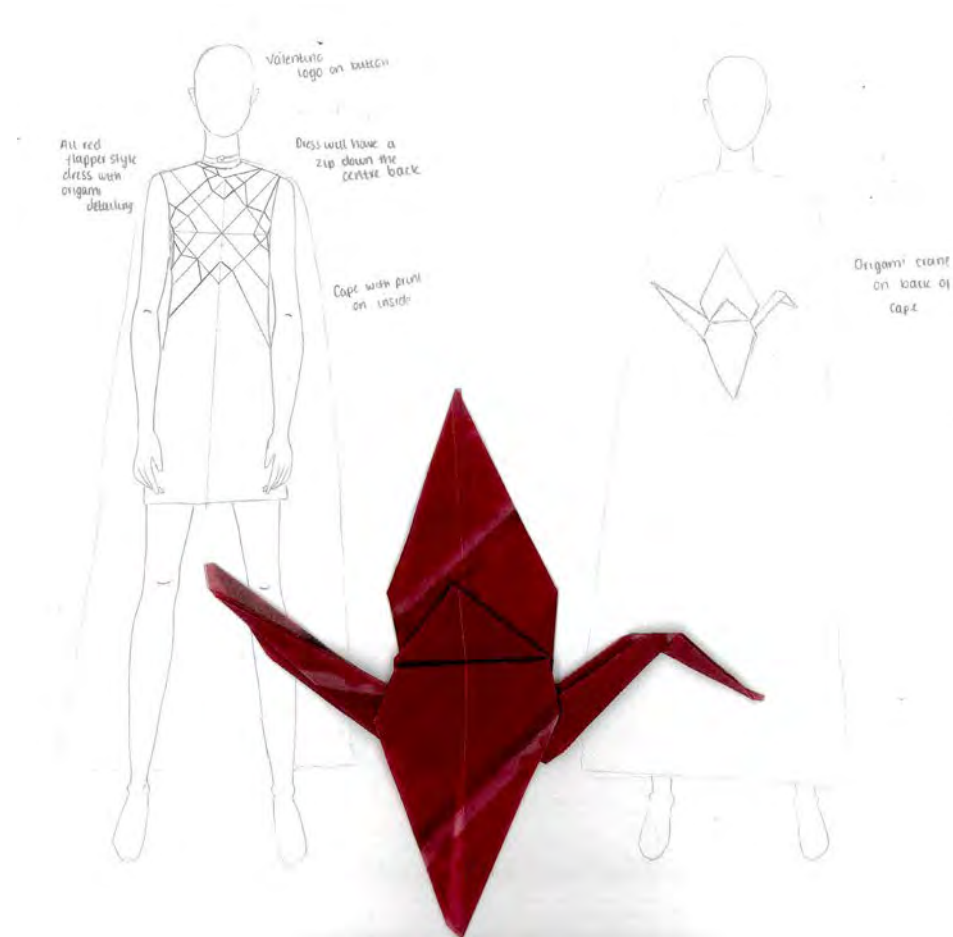
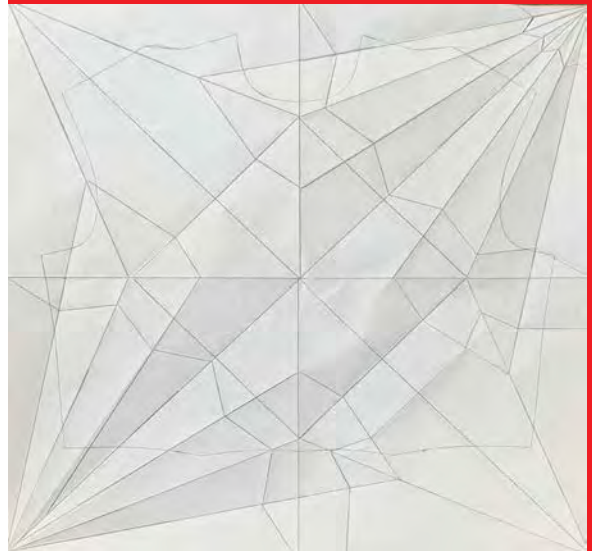
S/S 25 Working colour palette

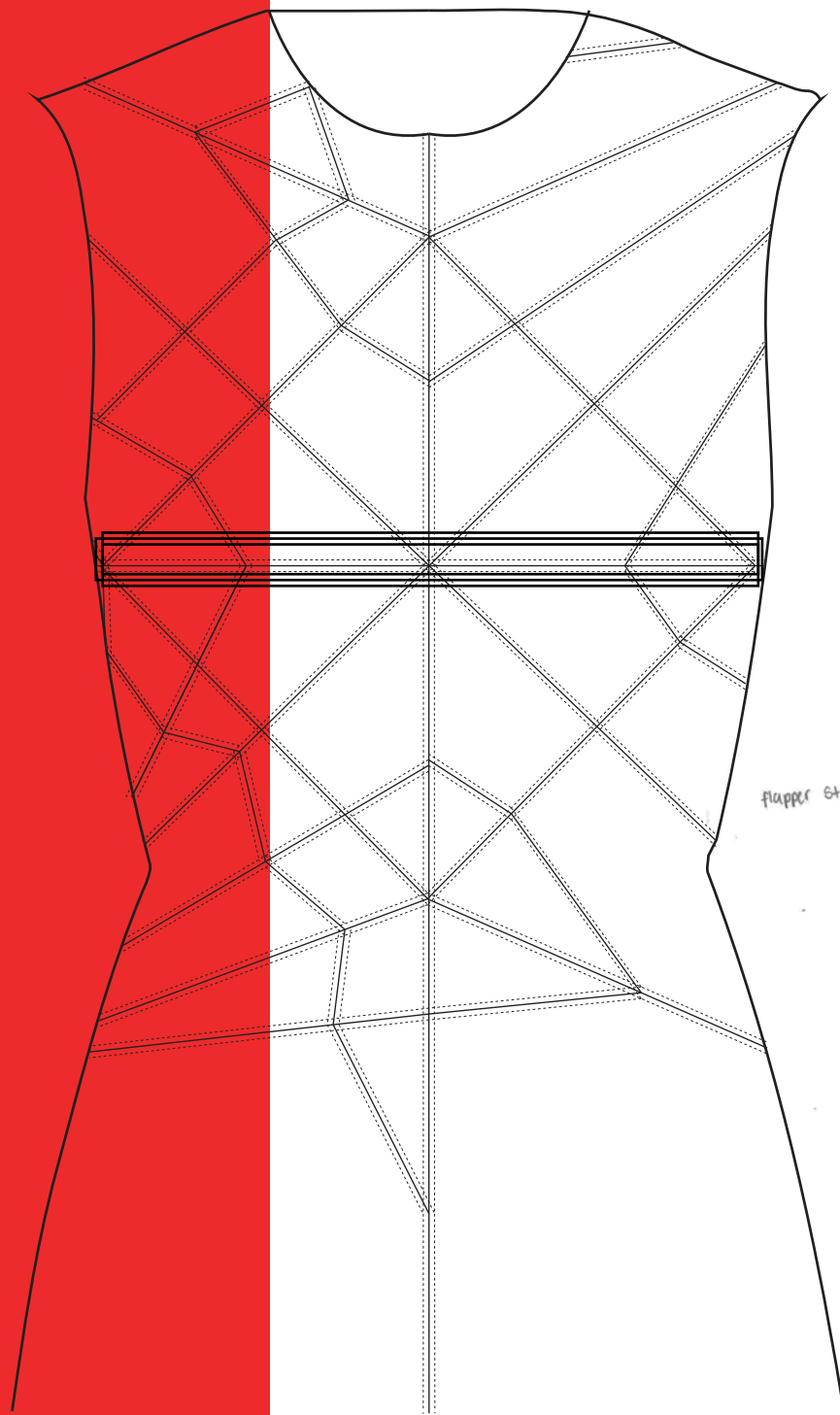


Initial ideas using origami

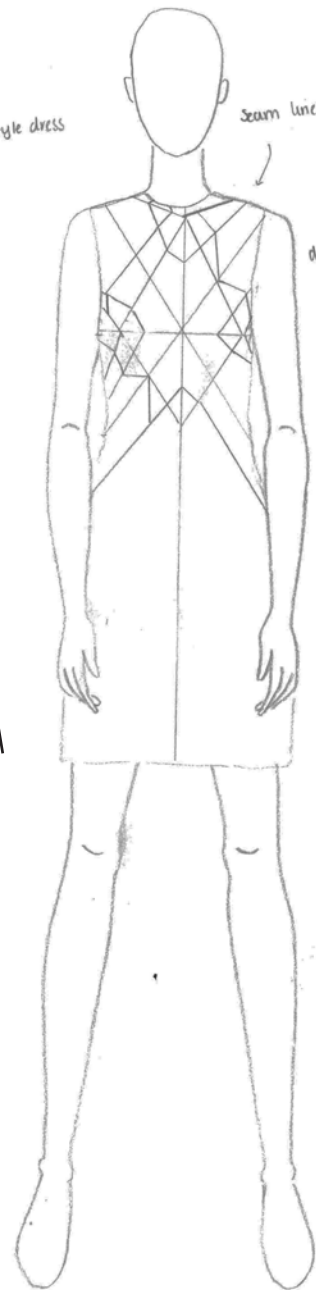


Outfit 1





flapper style dress

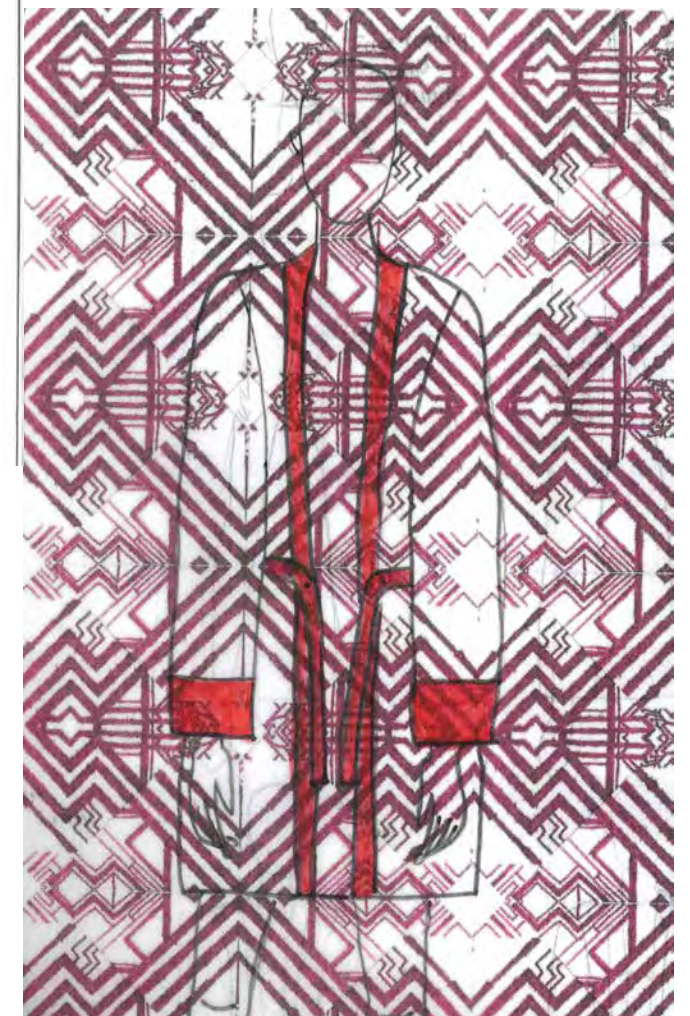
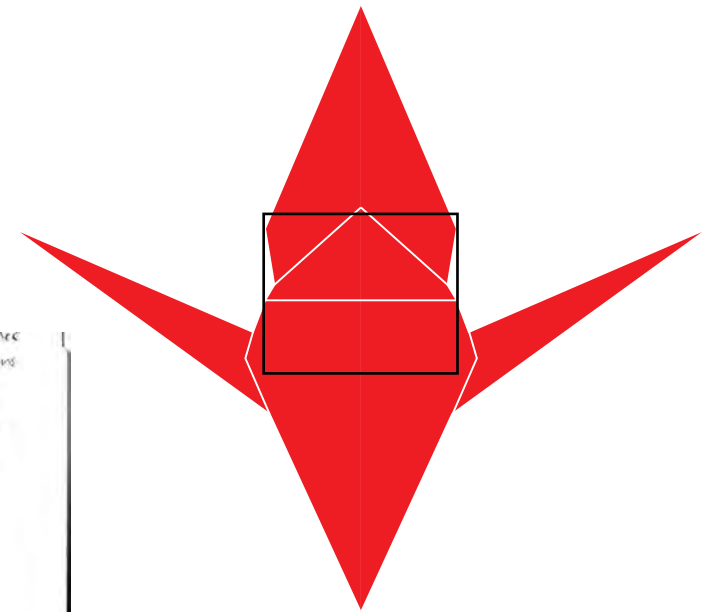
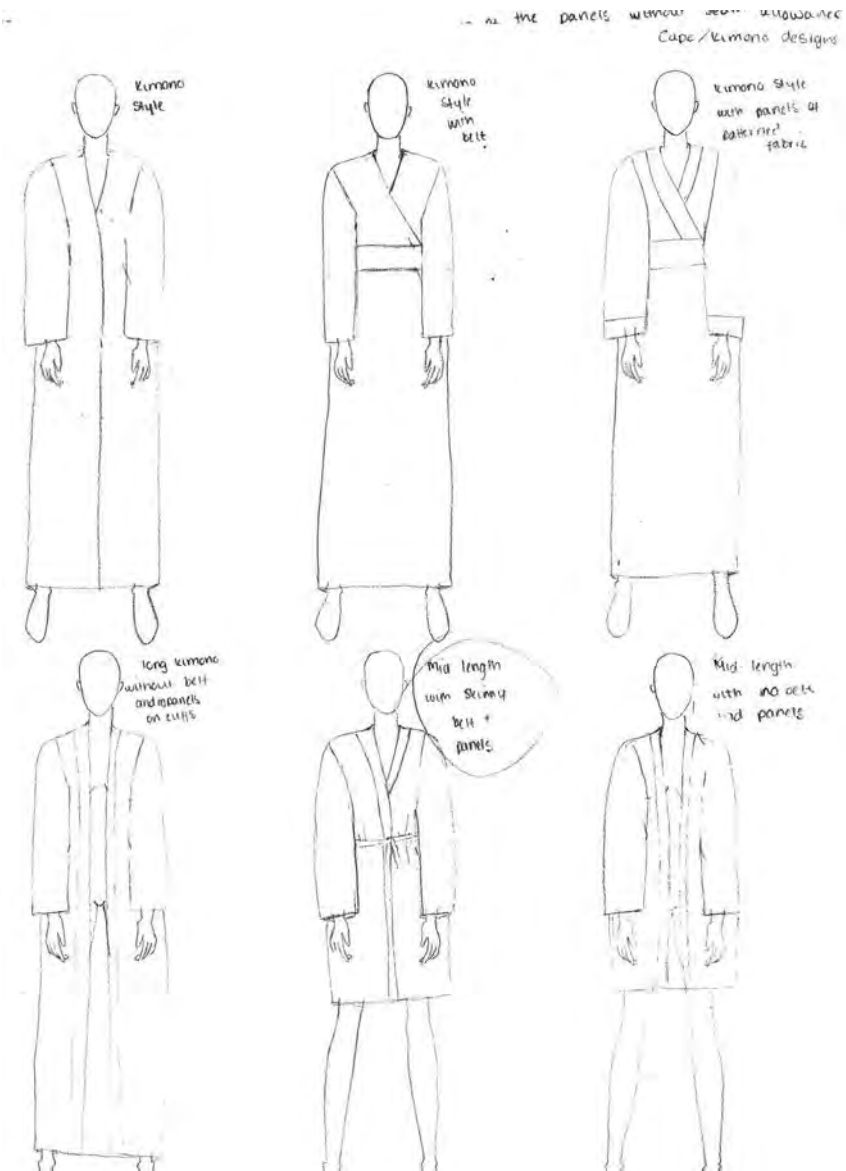


seam lines

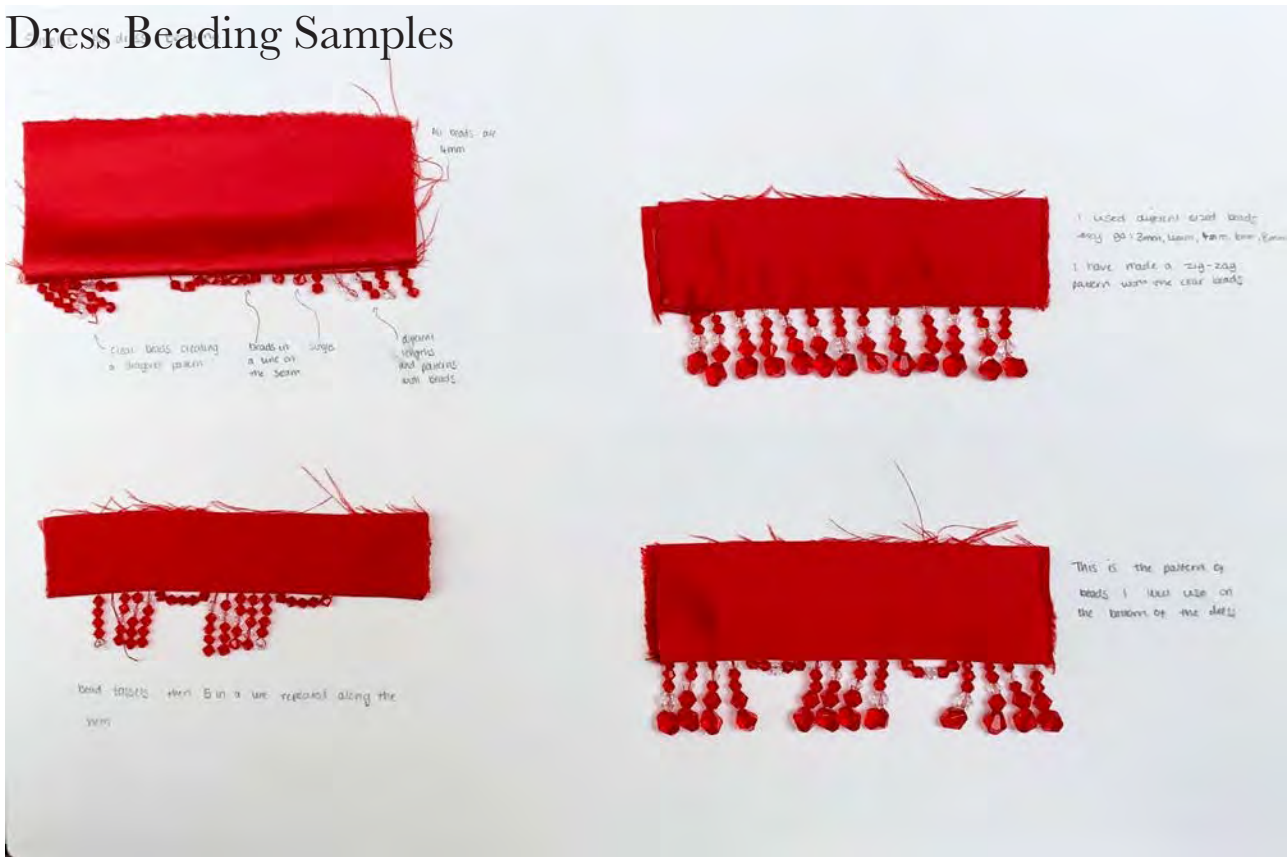
duchess satin/silk

- I folded the paper into an origami crane

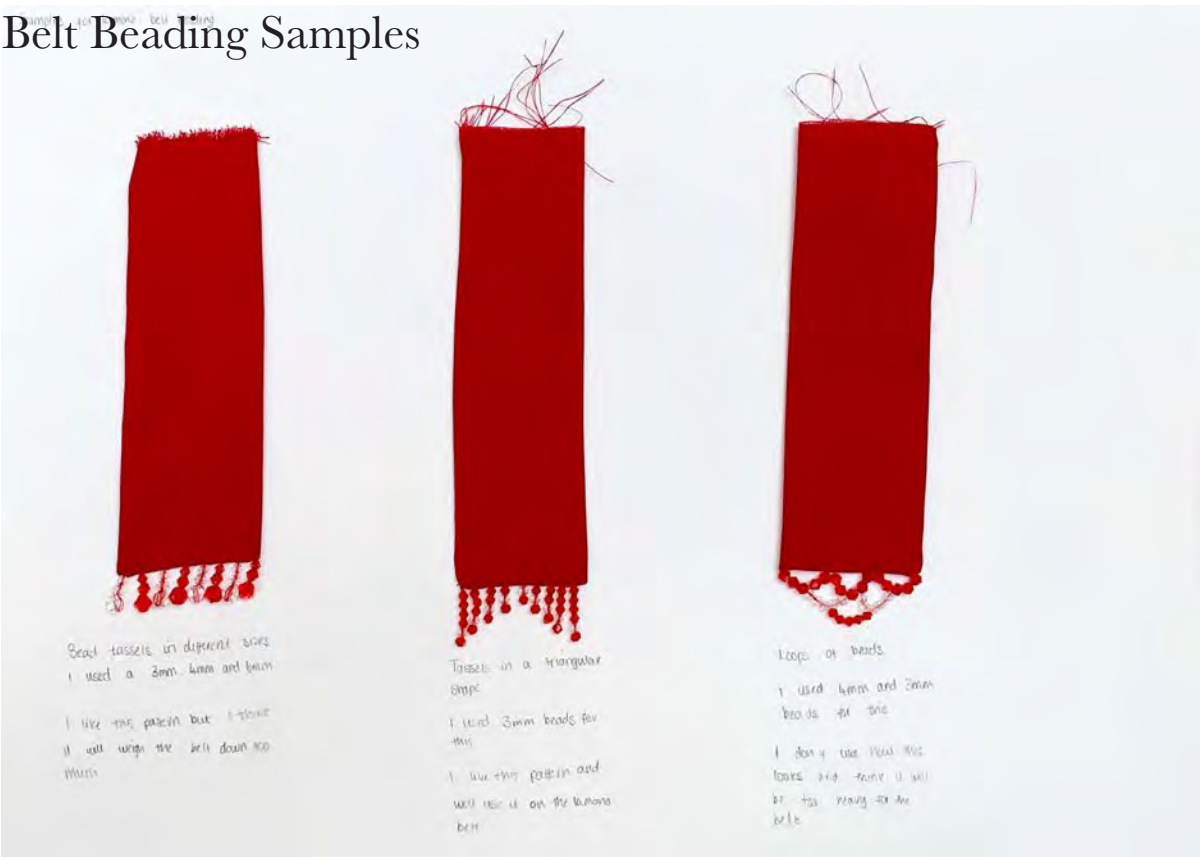
- Then un-folded the paper + used the crease lines as seam lines



Dress Beading Samples



Belt Beading Samples



Dress Panelling Samples

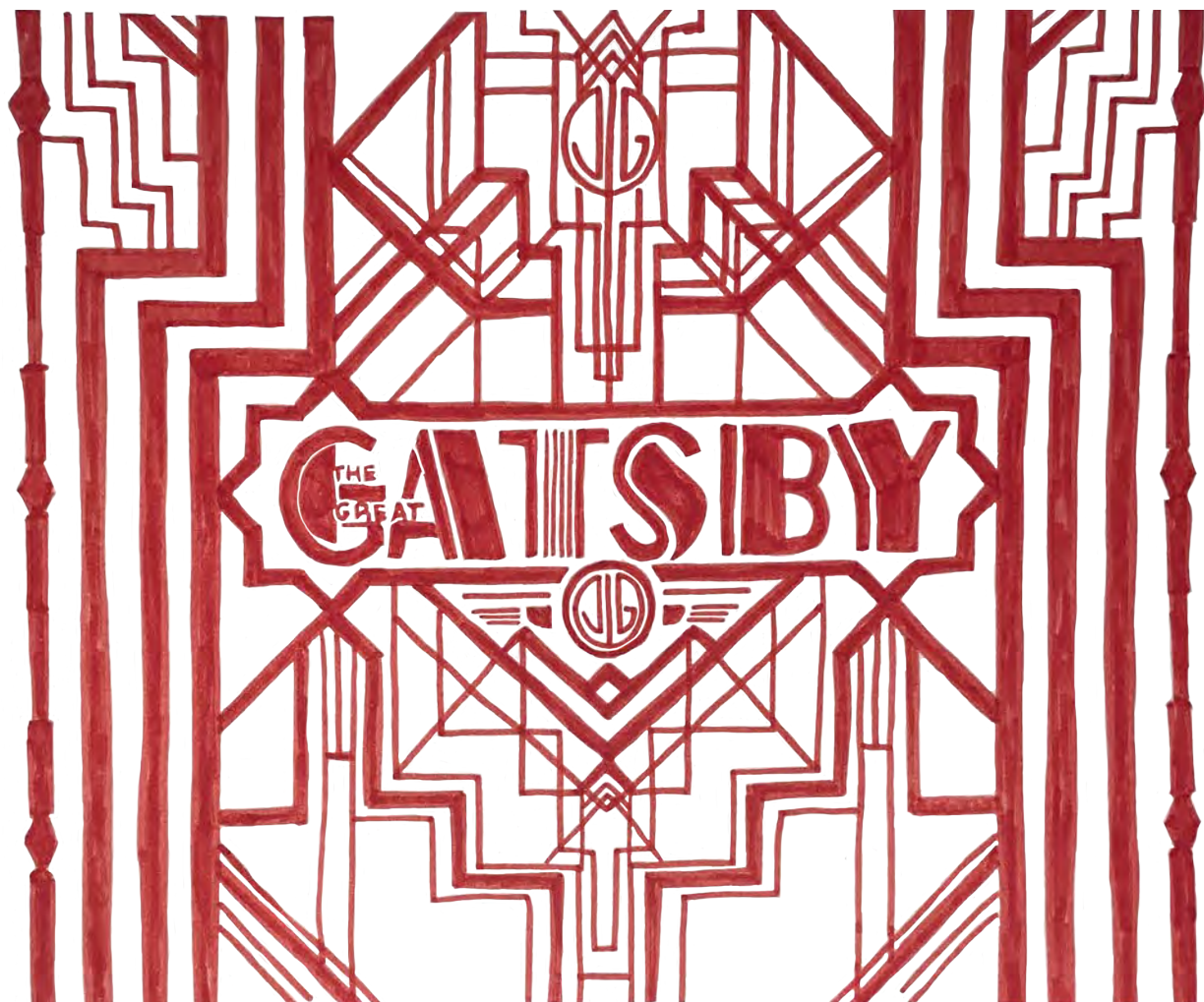
I stitched the panels together with a 0.5cm seam allowance
I then top stitched the seam allowance

I stitched each of the panels together with a 0.5cm seam allowance

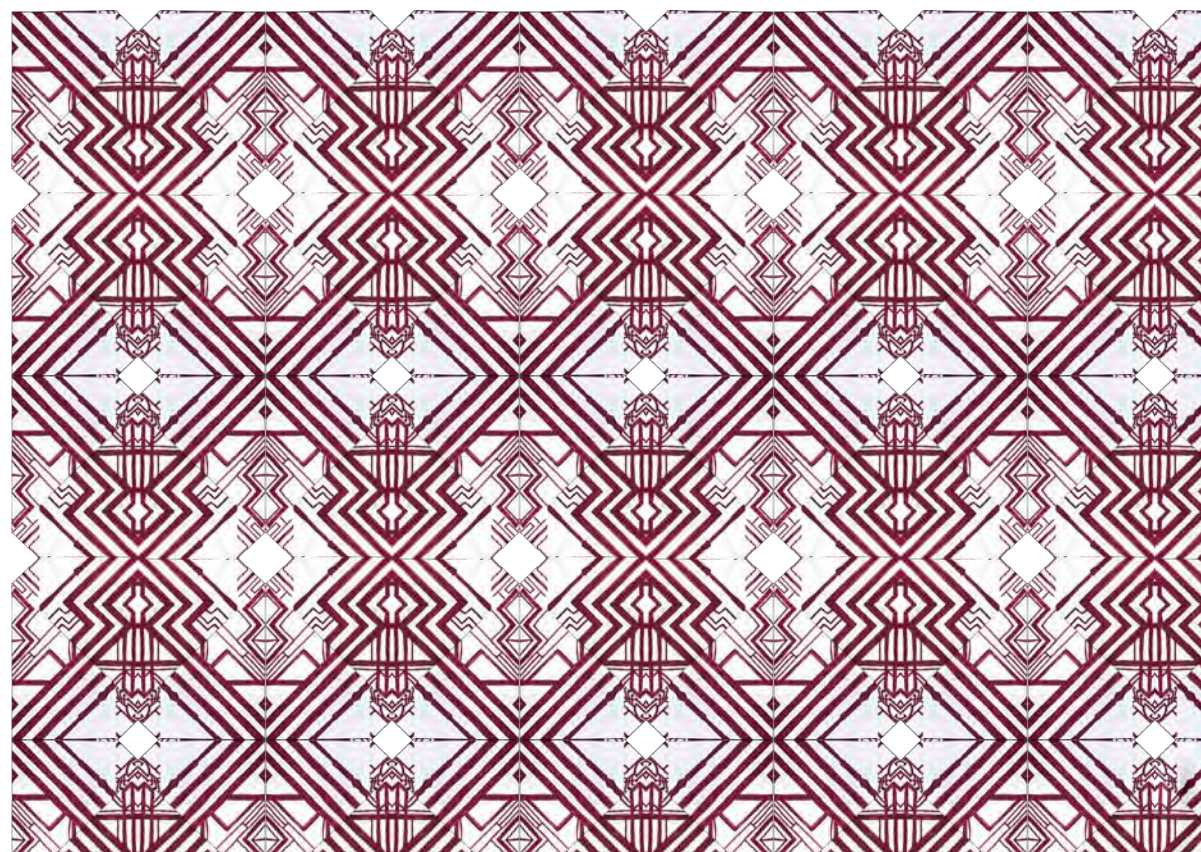


I cut each of the panels without seam allowance and attached them to a net fabric underneath
I then stitched beads along where the seam line would be

I stitched each of the panels with a 0.5cm seam allowance
I then edge stitched each seam to create a 3 dimensional effect

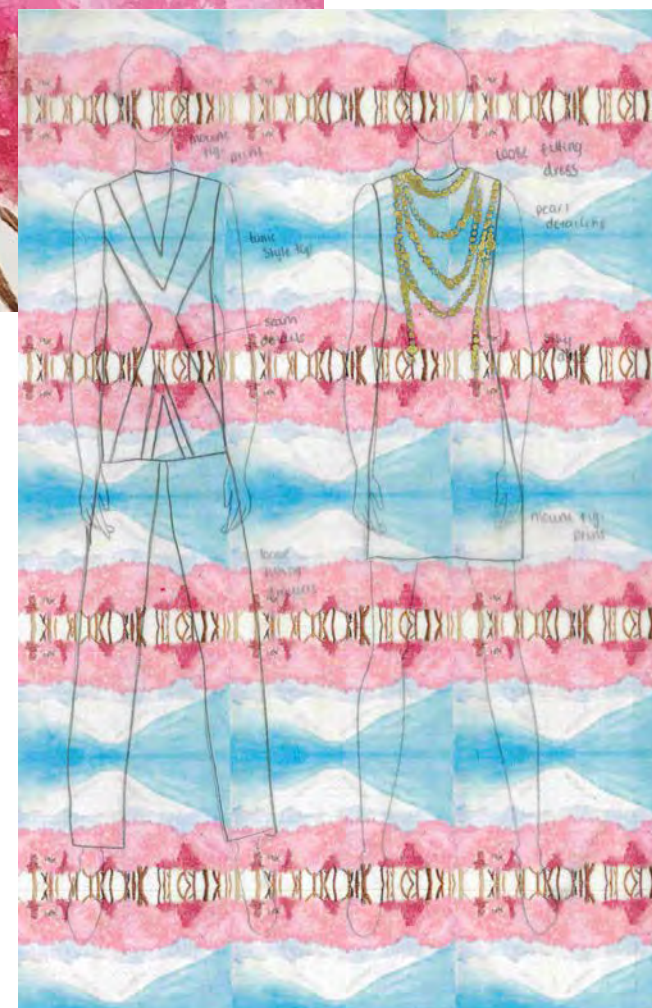
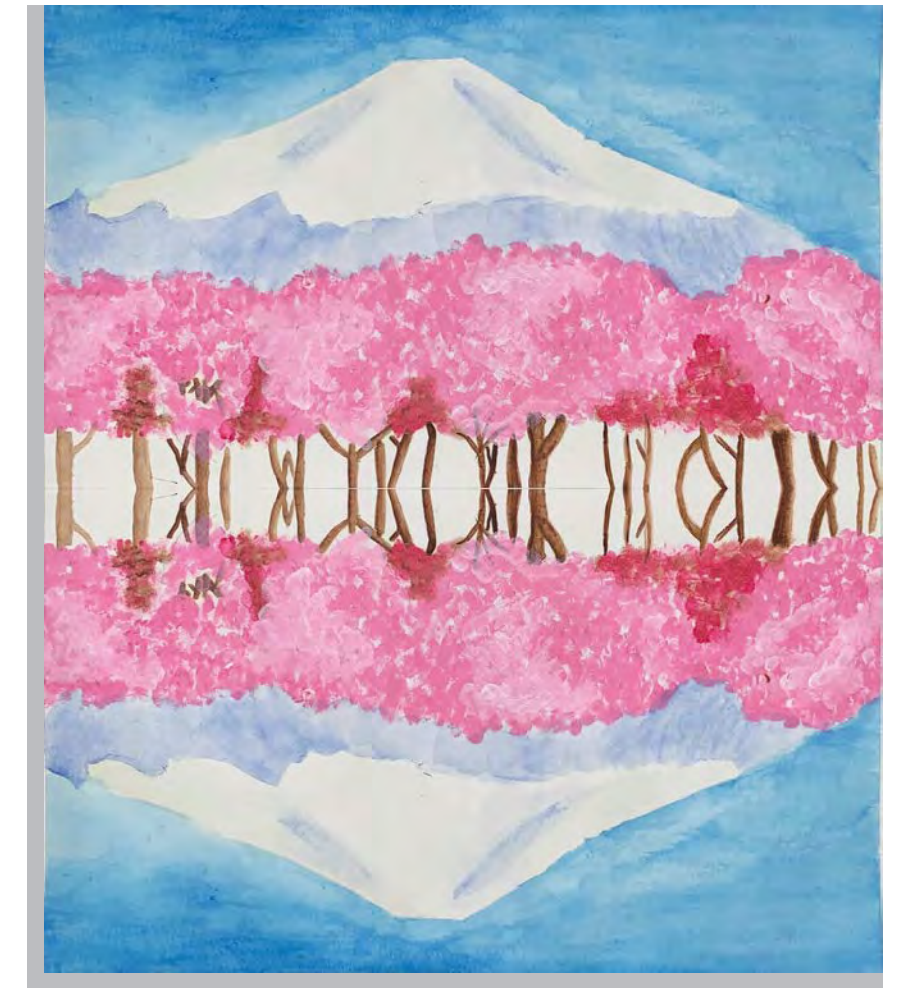


I took my hand drawing of the gatsby logo and folded it into different origami shapes, from these shapes i created repeat patterns on InDesign to be used as a fabric print



Toile Process

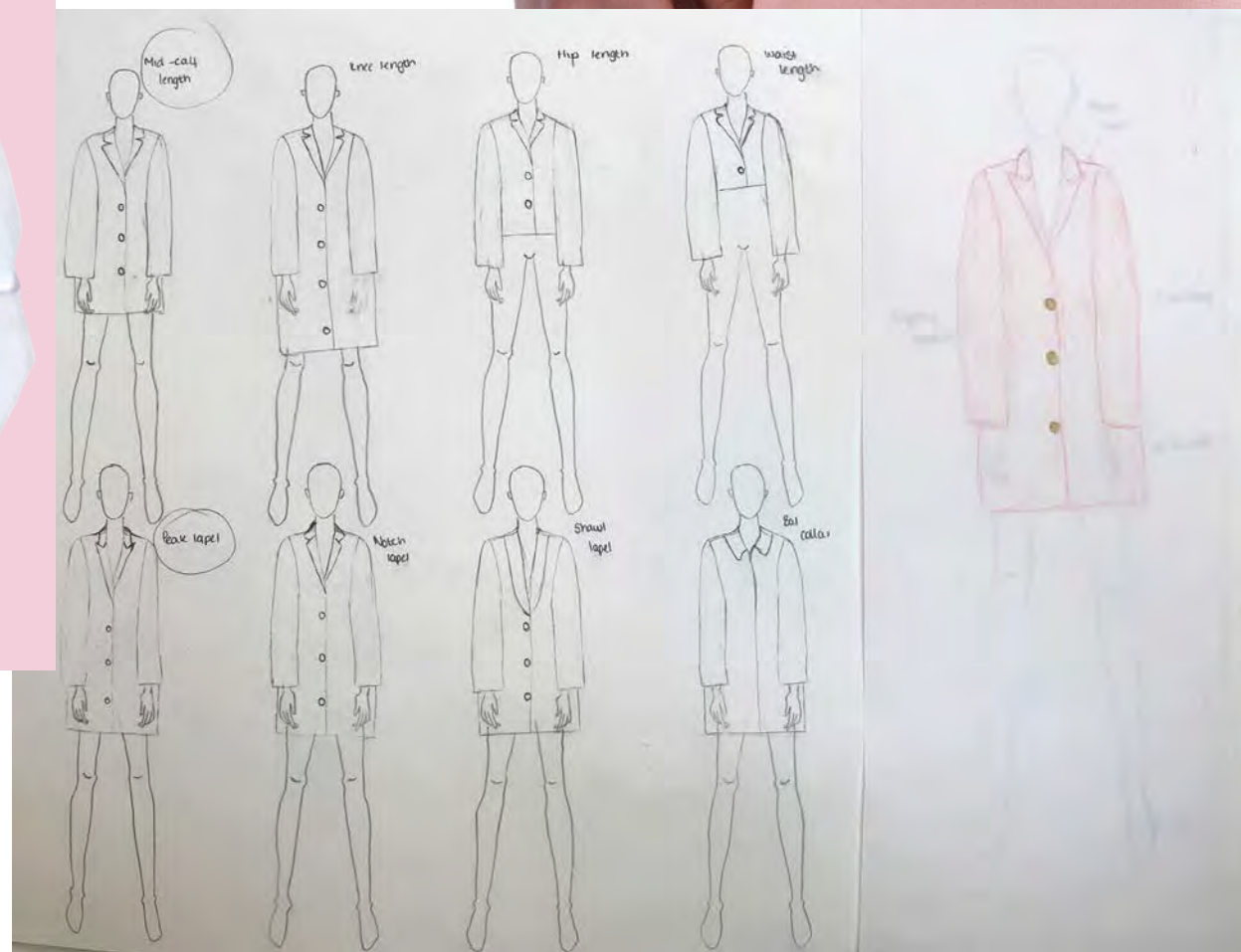




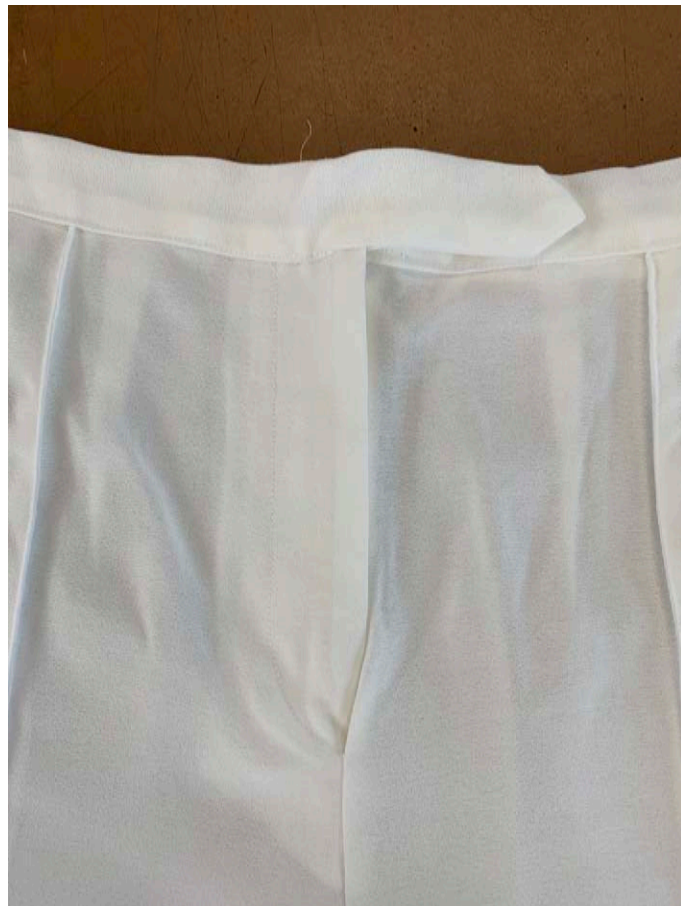
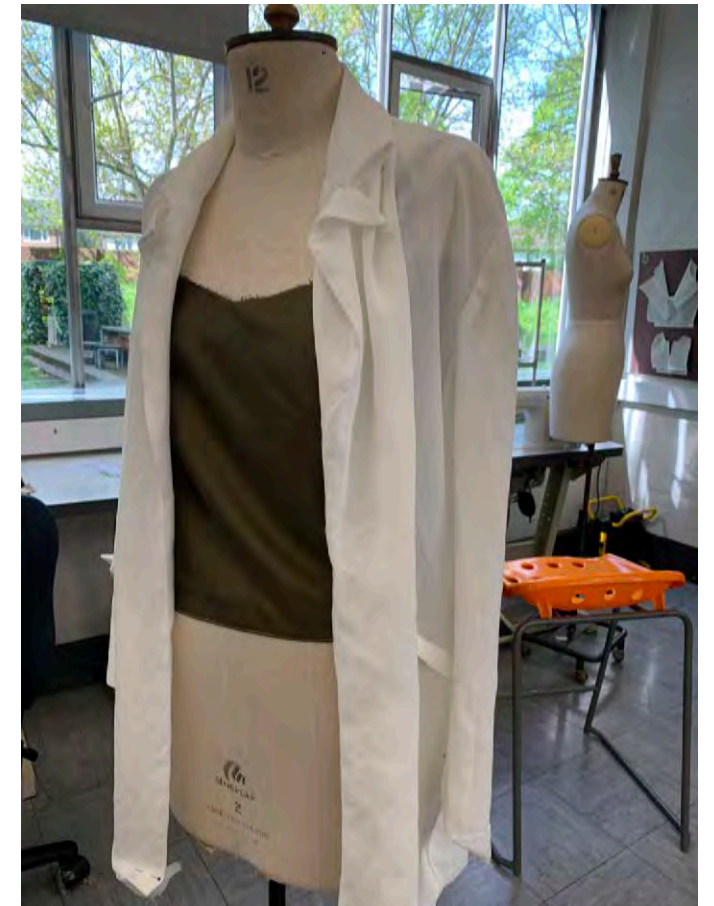
I did a painting of Mount Fuji and then i turned that painting into repeat patterns on InDesign.
I used the print below for my one of my final look as a print on a camisole

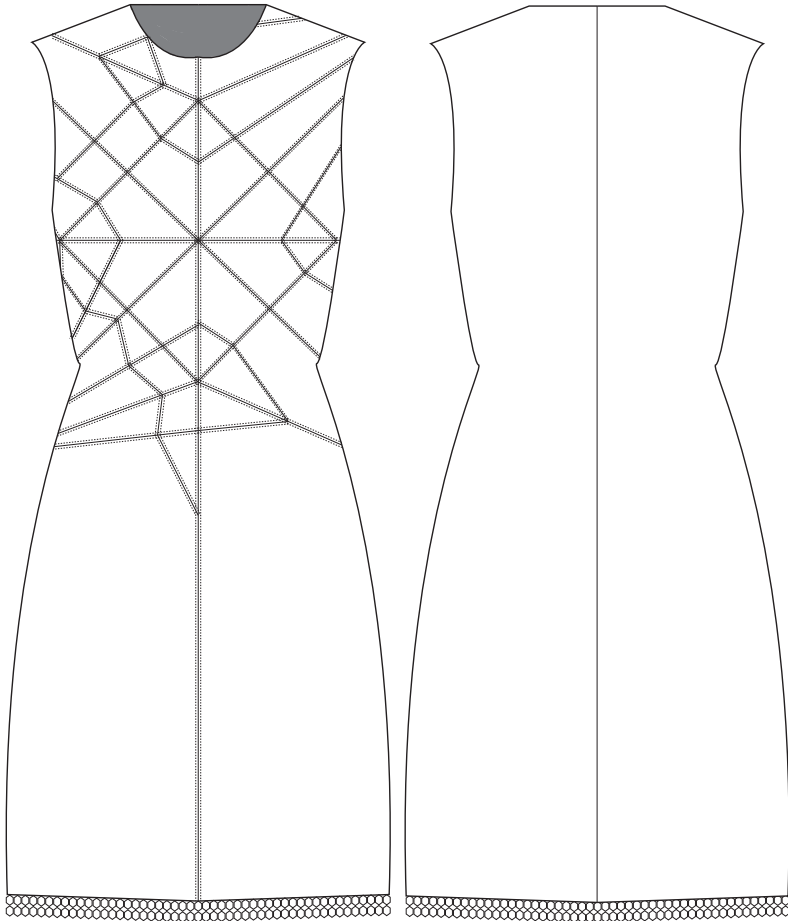





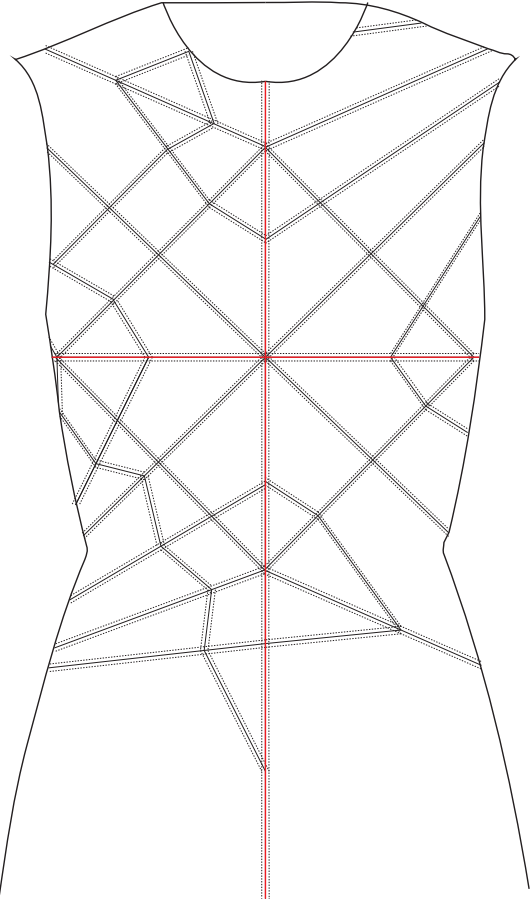

Outfit 2

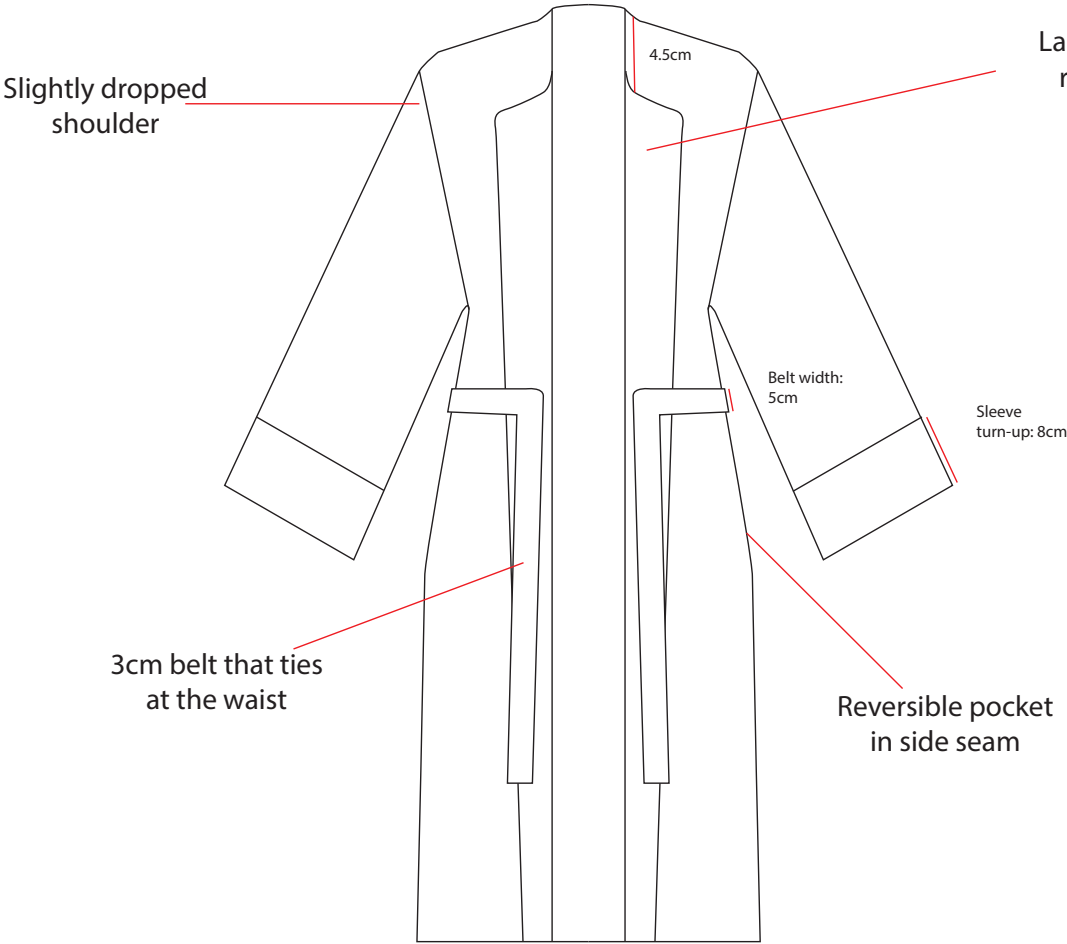


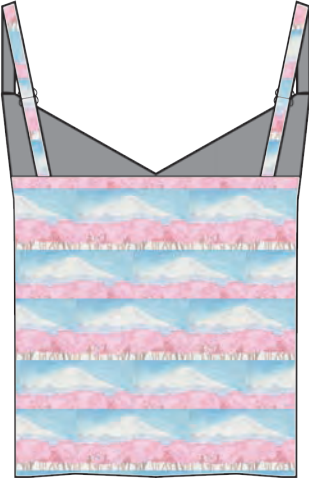

Toile Process

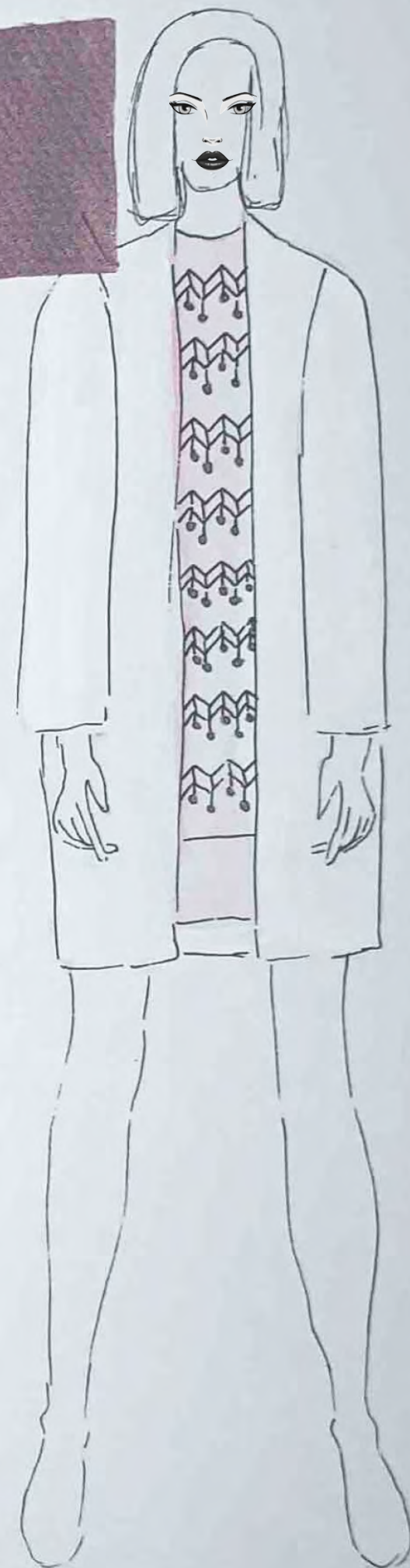
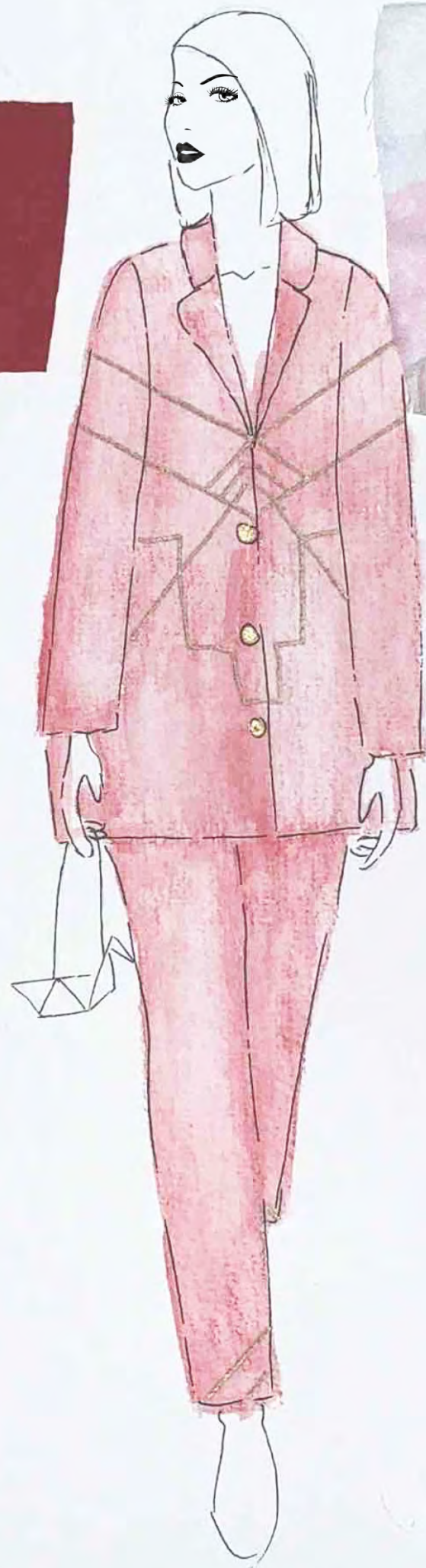
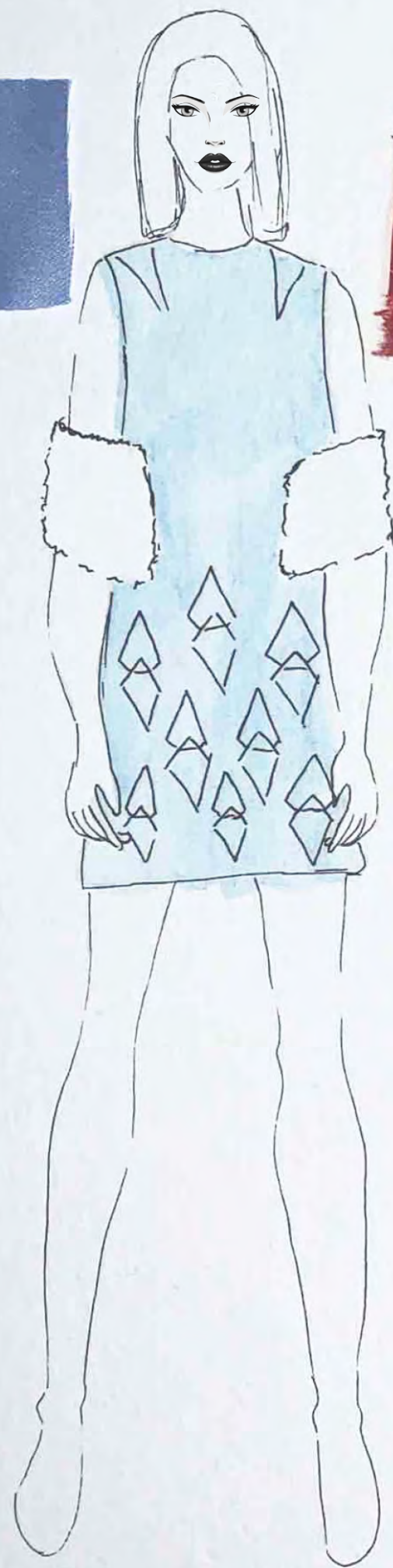


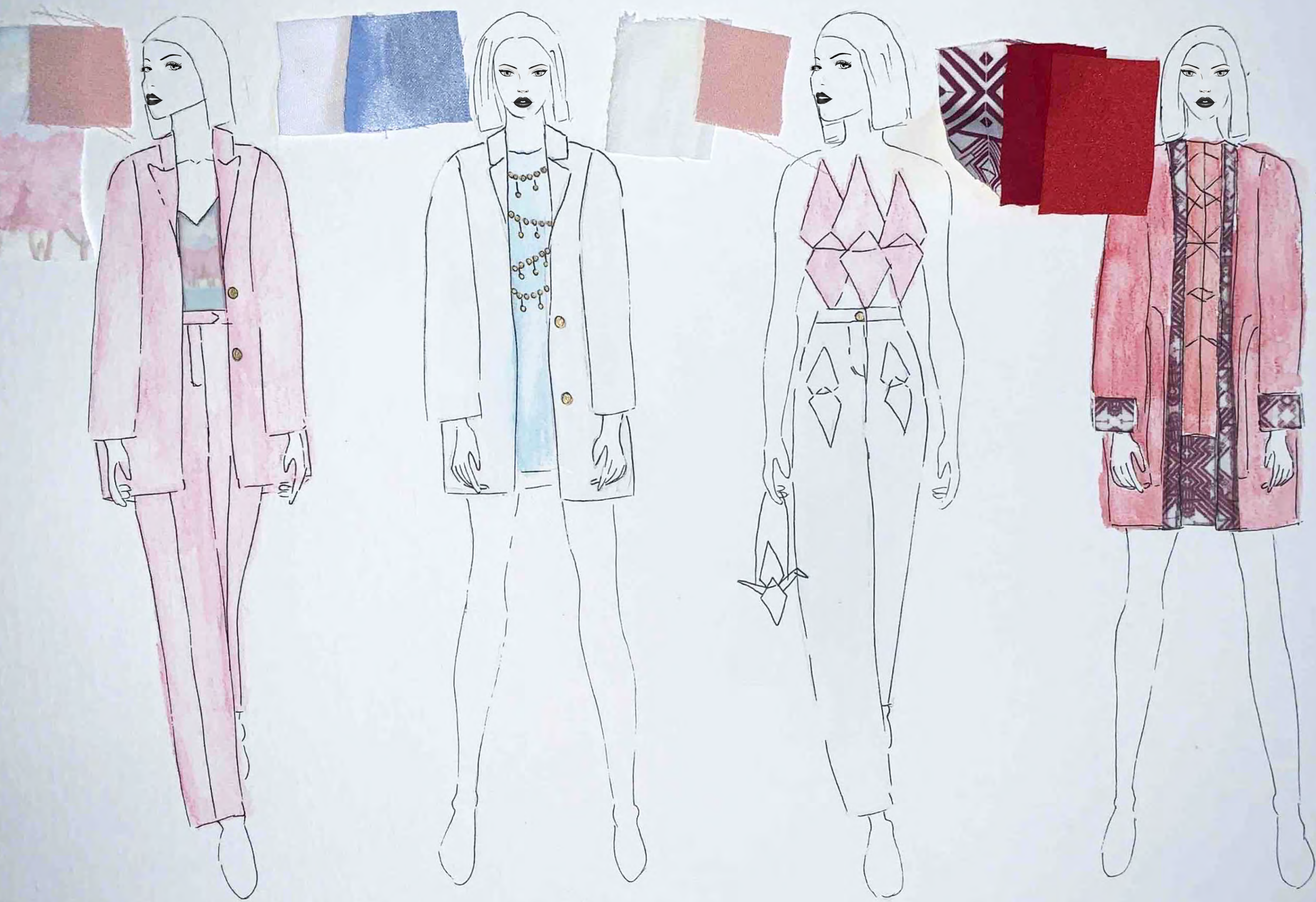
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FABRIC DETAIL	Duchess Satin lined in Habotai silk	BRAND Valentino
<div><div></div><div><div><div>FABRIC SWATCHES</div><div><div>Outer fabric- duchess satin</div><div></div></div><div><div>Lining fabric- habotai silk</div><div></div></div></div><div><div>Season S/S 25</div><div>Design Date March 2023</div><div>Sheet No. 1 of 5</div></div></div></div>		

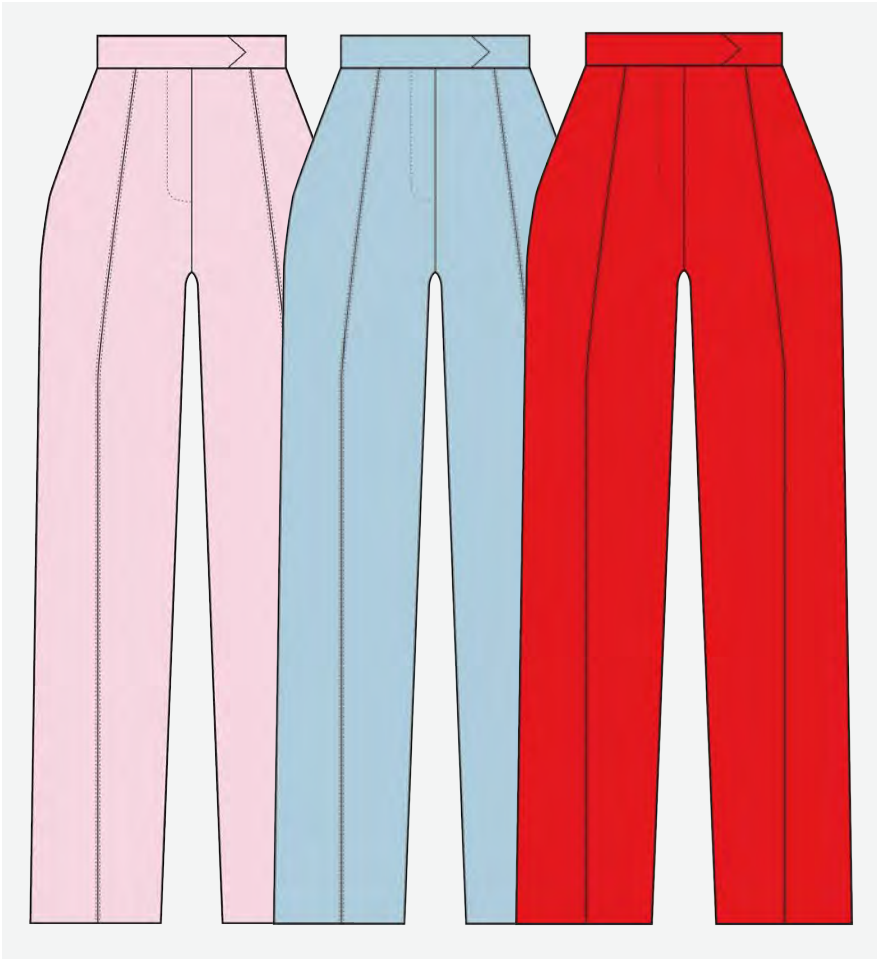
STYLE NAME	Origami Red Dress	STYLE REF DRESS#23
FABRIC DETAIL	Duchess Satin lined in Habotai silk	BRAND Valentino
<div><div><div>Each seam is sixed together with a 1cm seam allowance, pressed open then folded back on itself and edge stitched to creat a 3D seam</div><div>DO NOT EDGE STITCH THE CENTRE FRONT SEAM OR THE CENTRE HORIZONTAL SEAM HIGHLIGHTED IN RED</div></div><div><div>Season S/S 25</div><div>Design Date March 2023</div><div>Sheet No. 4 of 5</div></div></div>		

STYLE NAME	Reversible Kimono	STYLE REF KIMO#23
FABRIC DETAIL	Side A - Soft touch crepe Side B - Butterfly Crepe	BRAND Valentino
<div><div></div><div><div>Season S/S 25</div><div>Design Date March 2023</div><div>Sheet No. 2 of 5</div></div></div>		

STYLE NAME	Camisole spaghetti strap top	STYLE REF CAMI#23
FABRIC DETAIL	Outer- Butterfly Crepe Lining- Habotai Silk	BRAND Valentino
<div><div><div>Scale of print may be different</div></div><div><div>Season S/S 25</div><div>Design Date March 2023</div><div>Sheet No. 2 of 4</div></div></div>		

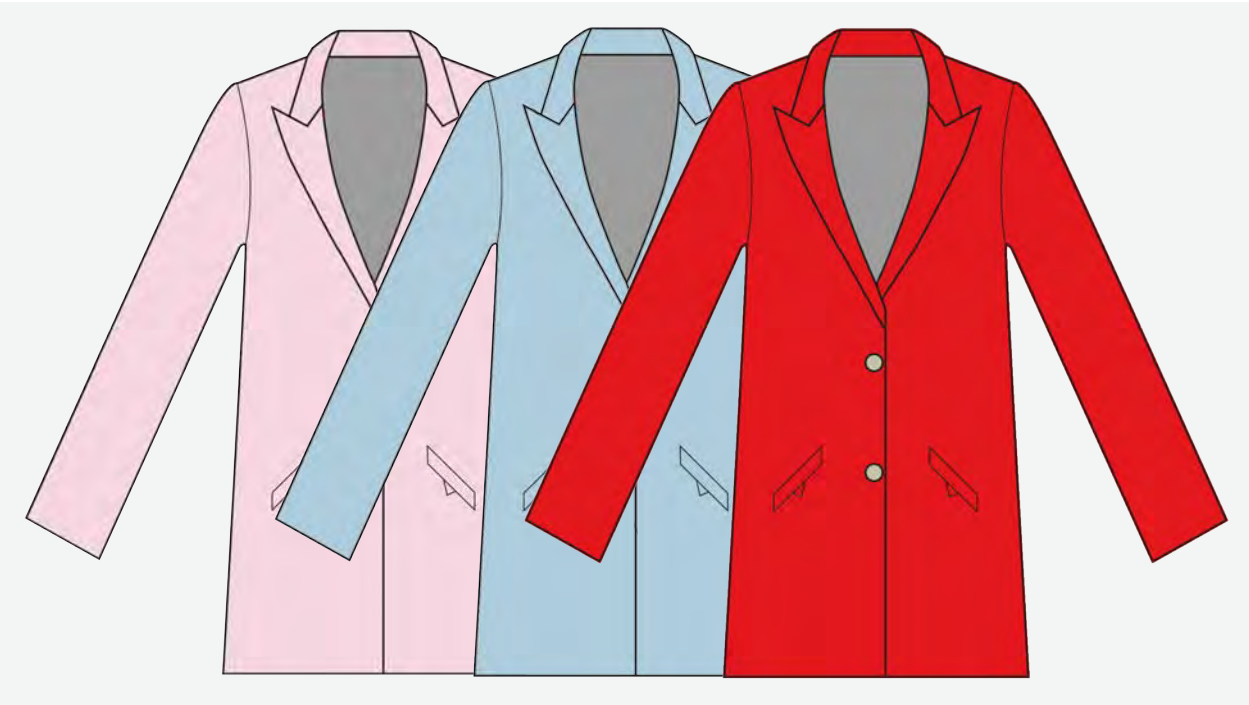






Suit Trouser:
Cherry Blossom Pink
Fiji Blue
Valentino Red

STYLE: TX231705



Suit Jacket:
Cherry Blossom Pink
Fiji Blue
Valentino Red

STYLE: JX231110



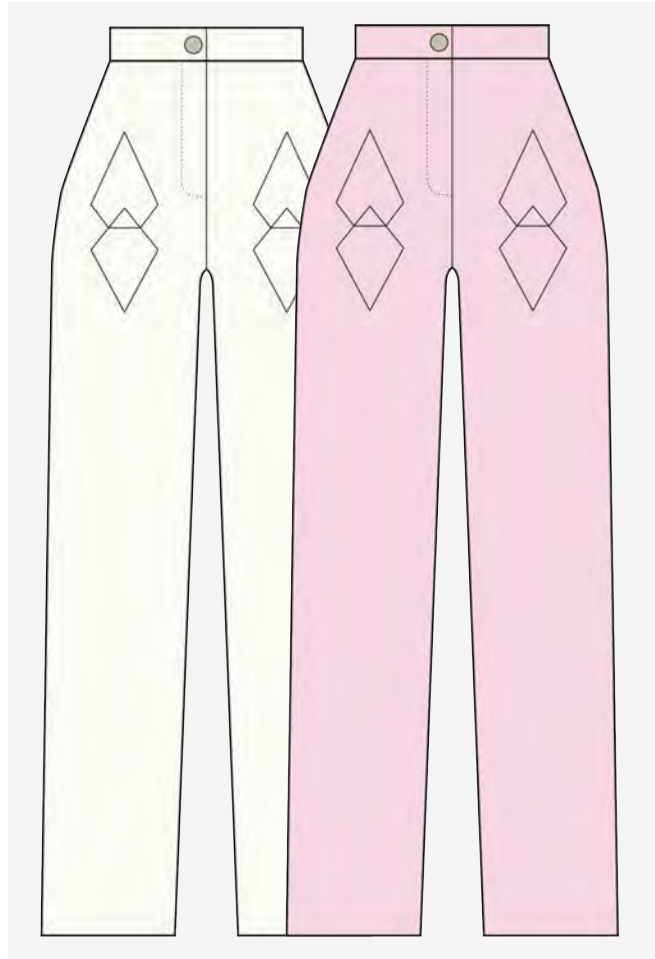
Reversible Kimono:
Red Origami Print
Mount Fiji Print

STYLE: KX230966



Camisole Top:
Mount Fiji Print
Red Origami Print

STYLE: CX232801



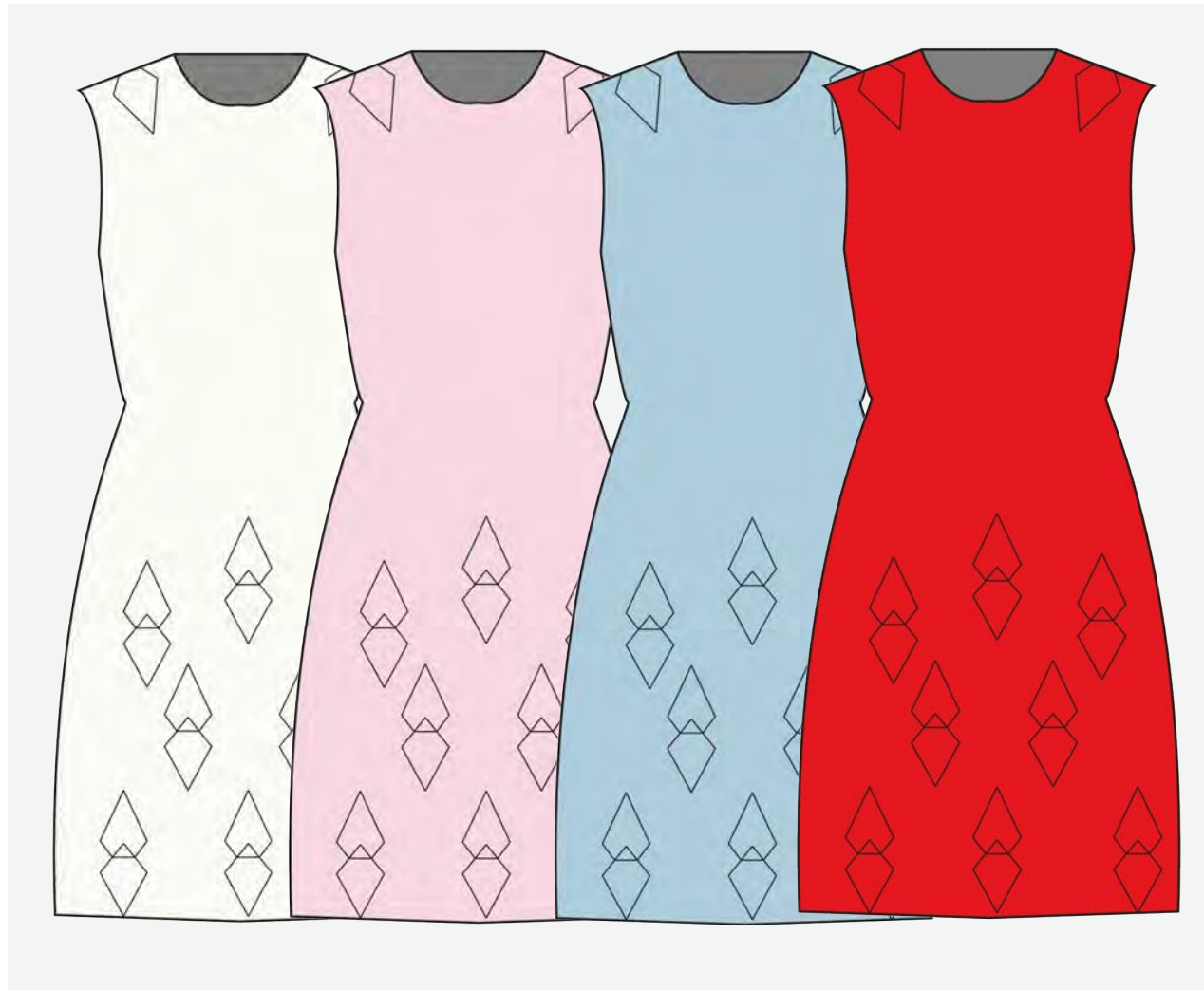
Pleated Origami Trouser:
Ivory
Cherry Blossom Pink

STYLE: TX231923



Origami Dress:
Ivory
Cherry Blossom Pink
Fiji Blue
Valentino Red

STYLE: DX231905



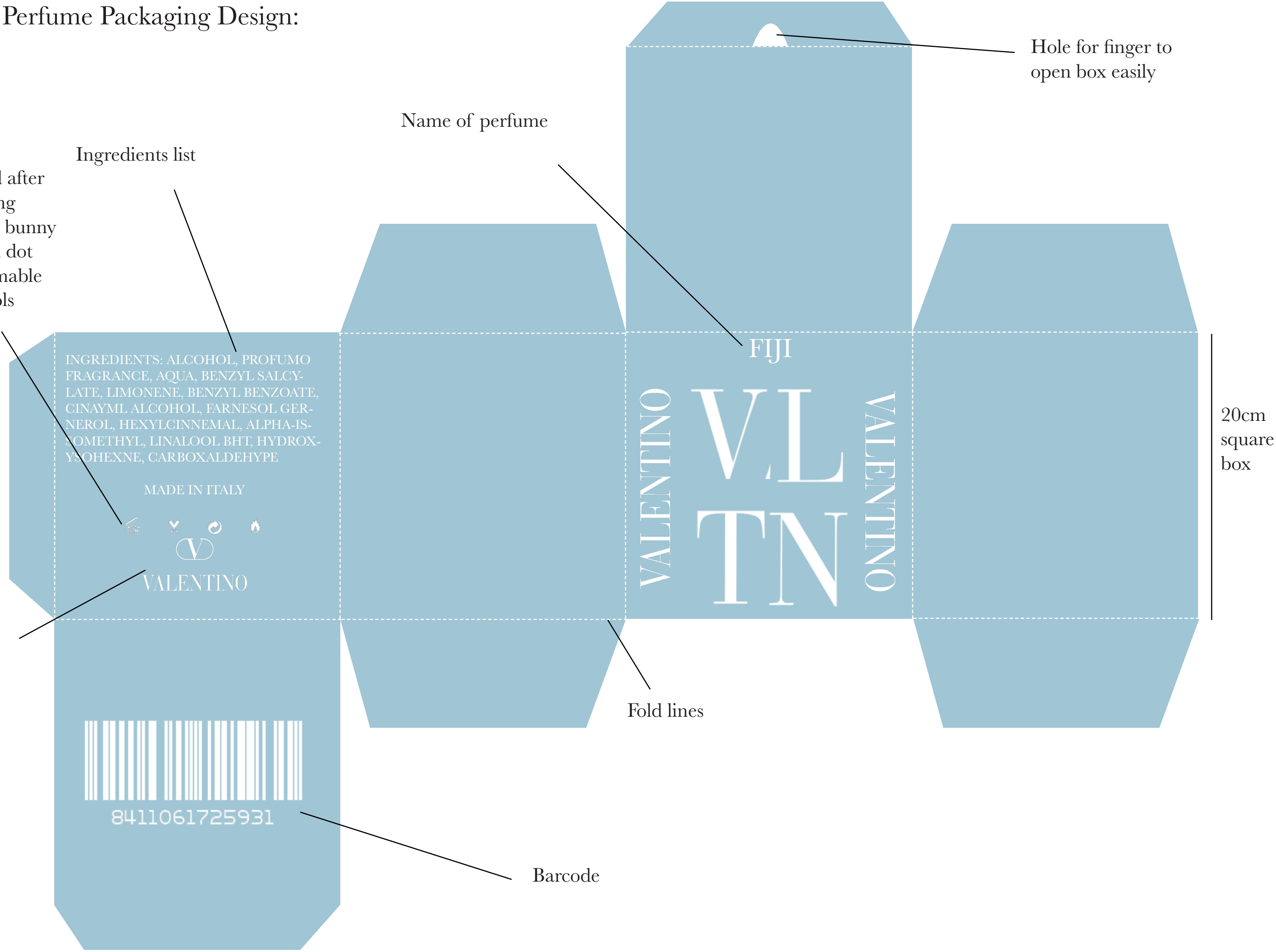
Final Perfume Packaging Design:

Period after
opening
PETA bunny
Green dot
Flammable
symbols

Ingredients list

Name of perfume

Hole for finger to
open box easily



VALENTINO





