Giambattista Valli celebrates a decade on haute couture calendar

By Triana Alonso  |  5 July 2022

It is said that good things come to those who wait. And Giambattista Valli lived up to this saying with sophistication. The last show of the first day of Haute Couture Week in Paris, which also saw the participation of brands such as Schiaparelli, Iris van Herpen and Christian Dior, started 40 minutes late. Giambattista Valli commemorated its 10th anniversary in the Haute Couture Week calendar with an exclusive fashion show held in the magnificent Place Vendôme.
Dozens of metallic balloons in childish shapes, including adorable octopuses, crabs and dolphins, decorated the backdrop of a black rectangular space lined with mirror-covered columns. The venue, reminiscent of New York's Studio 54, was quickly tinged with the playfulness that has always characterized the Italian couturier's designs. The show served as a tribute to his signature voluminous and opulent looks that stayed true to his well-known red carpet designs that grace a plethora of magazine covers and fashion editorials.

More than 50 looks were paraded throughout the room. Embroidered silk designs, crystal appliqués, ostrich feather details or metallic sequins adorned the first part of the show, where large sunglasses as accessories provided a retro-futuristic touch. The designs ranged from the most classic floor-length silhouettes to sixties-inspired brocade mini-dresses paired with white tights and silver glitter platform shoes. A few models showed off their infinitely long legs, while others transformed into elegant swans.

The collection's color palette included a striking chocolate brown, which was seen in a stunning ball gown and a puff-sleeved dress, as well as an emerald green color found on a spectacular feather coat that perfectly matched a pair of wide pants and a bow belt. The brand's signature voluminous princess tulle was omnipresent in tutu-style pieces or in breathtaking frills. Valli displayed his various interpretations of festive ensembles in an impressive series of bright hues, such as orange, turquoise and yellow.
Likewise, the Italian designer created a floral effect that was displayed on sleeves, capes and two mini-dresses in coral and fuchsia that captured the attention of the audience and cameras alike. To close the celebratory show, the house presented six final white looks featuring different versions of the tulle skirt paired with the atelier’s own rolled up and low-cut white smocks. The ensembles were kept simple and adorned solely with the brand’s logo on the front pocket of the shirt and accessorized with black belts in the form of a bow.

A number of fashion industry heavyweights attended the event. Among the guests seated on the front row were Anna Wintour and Kering’s CEO, François-Henri Pinault, who holds a stake in Giambattista Valli through the investment company Artemis. Also in attendance were macro influencers Olivia Palermo or Leonnie Hanne, comedian Gad Elmaleh, representatives of the Spanish aristocracy such as Jaime de Marichalar or Naty Abascal and even the British singer Robbie Williams, wearing a simple black hooded cape.

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