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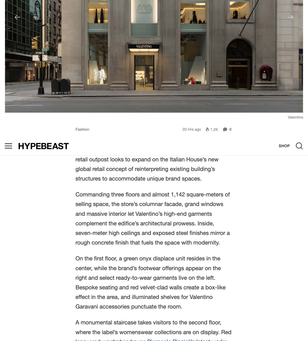
Valentino Opens New York City Flagship on Madison Avenue

Featuring three floors, almost 1,142 square-meters of selling space and a revolving art gallery curated in partnership with New York's Magazzino Italian Art Museum.



Valentino

Fashion 20 Hrs ago 1.2K 0

retail outpost looks to expand on the Italian House's new global retail concept of reinterpreting existing building's structures to accommodate unique brand spaces.

Commanding three floors and almost 1,142 square-meters of selling space, the store's columnar facade, grand windows and massive interior let Valentino's high-end garments complement the edifice's architectural prowess. Inside, seven-meter high ceilings and exposed steel finishes mirror a rough concrete finish that fuels the space with modernity.

On the first floor, a green onyx displace unit resides in the center, while the brand's footwear offerings appear on the right and select ready-to-wear garments live on the left. Bespoke seating and red velvet-clad walls create a box-like effect in the area, and illuminated shelves for Valentino Garavani accessories punctuate the room.

A monumental staircase takes visitors to the second floor, where the label's womenswear collections are on display. Red lacquered wardrobes house Pierpaolo Piccioli's latest works, contrasting a checkered floor with white Botticino and black Nero Marquina marbles. There's also two VIP areas, both with sitting rooms and dressing areas, where customers can experience a more-exclusive shopping experience.

Meanwhile, in the basement, Valentino's menswear is showcased against stark concrete and black parquet with bright shelving. Lilac flooring, in a neighboring room, offers a colorful difference against mirrored columns, and a 1970s DeSede Snake Sofa adds a dynamic dimension to the space.

Rounding out the specs, the building's mezzanine will house temporary art displays, made in partnership with New York museum Magazzino Italian Art. The store's inaugural gallery features the large-than-life paintings of Mario Schifano.

Valentino's new flagship store is now open to the public at 654 Madison Avenue. Take a look at the space in the gallery above.

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Dylan Kelly

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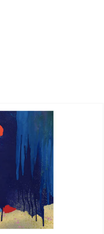

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