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**Brand Innovation Proposal: Product Re-Positioning for Valentino in the Indian Market**

**Introduction**

Valentino is an Italian luxury fashion house founded in 1960 by Valentino Garavani and Giancarlo Giammetti. The brand is known for its iconic red dresses, as well as its high-quality ready-to-wear, couture, and accessories. Valentino has dressed some of the most famous women in the world, including Elizabeth Taylor, Audrey Hepburn, and Jacqueline Kennedy Onassis. Valentino is a global brand with a presence in over 100 countries. The brand's headquarters are in Rome, Italy, and it has flagship stores in major cities around the world, including New York, Paris, London, and Tokyo.

The purpose of this report is to present a brand innovation proposal for Valentino, a globally renowned luxury fashion brand, to enter and establish its presence in the Indian market. With India's growing economy, increasing disposable incomes, and evolving fashion consciousness, it offers a lucrative opportunity for luxury brands. By leveraging Valentino's brand heritage, craftsmanship, and aspirational appeal, this proposal aims to provide strategic recommendations for successful market entry and brand establishment in India.

**Brand Justification**

Valentino's entry into the Indian luxury fashion market is justified based on several key factors. Firstly, Valentino's brand heritage and global recognition position it as a reputable luxury fashion house that has stood the test of time. As stated in "The Anatomy of the Luxury Fashion Brand," **"brand heritage is a powerful driver of luxury brand perception, playing a key role in establishing credibility and trust among consumers."** With a history dating back to 1960, Valentino has successfully built a brand legacy characterized by timeless elegance, impeccable craftsmanship, and a commitment to luxury.

Furthermore, Valentino's reputation as a global luxury fashion brand is substantiated by its presence in prestigious fashion capitals and renowned events, such as Paris Fashion Week and the Met Gala. The brand's ability to captivate the international fashion scene and attract A-list celebrities further enhances its desirability and aspirational appeal among Indian consumers.

Valentino's commitment to craftsmanship and quality also contributes to its luxury positioning. The brand is renowned for its exceptional attention to detail, exquisite handwork, and the use of high-quality materials. As stated in "The Anatomy of the Luxury Fashion Brand," the **"craftsmanship aspect is vital for luxury brands to create products that are differentiated and perceived as superior."** Valentino's meticulous approach to design and production ensures that each piece is a testament to luxury and fine artistry, making it an attractive choice for discerning Indian luxury consumers who value craftsmanship and quality.

In addition to its brand heritage and craftsmanship, Valentino's focus on innovation and pushing creative boundaries sets it apart in the luxury fashion landscape. The brand has demonstrated a willingness to experiment with new materials, techniques, and design concepts while staying true to its signature aesthetic. This commitment to innovation allows Valentino to stay relevant and continuously captivate the attention of fashion enthusiasts and trendsetters globally.

The brand's strong association with red carpet events, where Valentino creations are frequently worn by celebrities, further solidifies its luxury status and reinforces its aspirational image. Valentino's designs exude glamour, sophistication, and a sense of allure that resonates with the aspirations of Indian luxury consumers seeking to make a statement with their fashion choices.

Valentino's global success and recognition, combined with its strong brand heritage, commitment to craftsmanship, innovation, and association with high-profile events, position it as a compelling luxury fashion brand to enter the Indian market. By leveraging these brand attributes, Valentino can establish a strong foundation for success and resonate with the aspirations and desires of Indian consumers who seek exclusive, prestigious, and exquisite luxury fashion experiences.

**Recommended Brand Innovation: Product Re-Positioning**

Valentino's successful entry and establishment in the Indian luxury fashion market require a strategic product re-positioning approach that resonates with the preferences and aspirations of Indian consumers. The following recommendations, supported by insights from the articles provided, outline key strategies for Valentino's brand innovation in the Indian market.

**Incorporate Indian Design Elements**

By incorporating Indian design elements, motifs, and textiles into its exclusive collections, Valentino can tap into the rich cultural heritage of India and create unique products that resonate with Indian consumers. This approach allows Valentino to go beyond simply offering luxury fashion items and instead create a deeper connection with the target audience by celebrating their cultural identity. This approach, as highlighted in the article "Dreaming Up A World – How Luxury Brands Create Desire," allows luxury brands to create unique products that resonate with consumers' aspirations and sense of identity

Indian design elements encompass a wide range of possibilities, including traditional patterns, embroidery techniques, colour palettes, and silhouettes inspired by Indian attire such as sarees, lehengas, and sherwanis. By incorporating these elements into Valentino's collections, the brand can infuse its global luxury appeal with a touch of local flavour, creating products that feel authentic and culturally relevant.

For example, Valentino could collaborate with Indian artisans who specialize in traditional crafts like hand embroidery, block printing, or weaving. This collaboration would not only bring their expertise and craftsmanship to the collections but also provide a platform for these artisans to showcase their skills on a global stage.

**Collaborate with Renowned Indian Designers**

Collaborating with renowned Indian designers can be a powerful strategy for Valentino to generate excitement, increase brand visibility, and attract attention from consumers who admire and follow these local talents. As mentioned in the article "Oscar de la Renta," such collaborations bring together the expertise and creative vision of both brands, resulting in unique and appealing products. By collaborating with Indian designers, Valentino can infuse Indian aesthetics, craftsmanship, and local design sensibilities into its collections, creating a fusion of global luxury and local flair. Valentino has earlier collaborated with prominent Indian designers like Sabyasachi Mukherjee, Manish Malhotra, Rahul Mishra and Anita dongre. A collaboration between Valentino and Indian designer would always be a great way to showcase the best of both Italian and Indian Fashion. It would also be a great way to raise awareness of sustainability in the fashion industry.

**Brand Collaborations with Indian Sensibilities**

In addition to collaborating with Indian designers, Valentino can explore brand collaborations that blend international luxury with Indian sensibilities. The article "Longchamp" emphasizes that brand collaborations provide an opportunity to create products that are exclusive and appealing to local consumers. By partnering with Indian brands or artisans known for their traditional craftsmanship or unique design approach, Valentino can create limited-edition collections that cater specifically to the Indian market, incorporating local elements that resonate with Indian consumers' tastes and preferences. The brand can also use Indian textiles and prints in its design which could appeal to a wider audience and celebrate the beauty and diversity of Indian culture.

**Leverage the Ephemerality of Fashion**

Luxury brands can leverage the ephemerality of fashion to create desire and anticipation among consumers. As mentioned in the article "Aesthetics and Ephemerality," the limited availability of certain designs or collaborations can drive a sense of exclusivity and desirability. Valentino can capitalize on this concept by introducing limited-edition collections or collaborations with Indian designers or celebrities that create a sense of exclusivity and desirability among Indian consumers. By offering unique and time-limited fashion experiences, Valentino can cater to the Indian consumers' desire for novelty and the thrill of owning something rare and exclusive. The ephemerality of fashion is the idea that fashion trends are constantly changing and evolving. The brand can create a sense of urgency, excitement and anticipation around the brand. This would also help them to drive sales and to stay ahead in the competition soon.

**Bridal and Festive Wear Collection**

Valentino can take inspiration from luxury brands that have successfully catered to the Indian bridal and festive wear market, as mentioned in the article "Examining consumers’ intentions to dine at luxury restaurants while travelling." For instance, Sabyasachi and Manish Malhotra are renowned Indian designers who have created opulent and exquisite bridal collections. Valentino can develop its own line of bridal and festive wear, incorporating intricate embroidery, luxurious fabrics, and statement silhouettes that resonate with Indian consumers' preferences for grand celebrations and traditional craftsmanship.

**Localize Marketing and Brand Communication**

To authentically connect with Indian consumers, Valentino should develop marketing campaigns that showcase the brand's products in the context of Indian culture, festivals, and traditions. As highlighted in the article "Dreaming Up A World – How Luxury Brands Create Desire," luxury brands must adapt their brand communication to resonate with the values, aspirations, and cultural nuances of their target consumers. By featuring Indian models, incorporating Indian settings, or capturing the essence of Indian festivities, Valentino can establish a deeper connection with Indian consumers, fostering brand loyalty and positioning itself as a brand that understands and celebrates Indian culture.

**Establish Physical Retail Presence**

Valentino should establish physical retail stores in key Indian cities like Mumbai, Delhi, Ludhiana, Ahmedabad, and Hyderabad while also investing in a seamless online shopping experience. This omni-channel retail strategy, as discussed in "The Anatomy of the Luxury Fashion Brand," caters to the evolving preferences of Indian consumers who seek both offline and online luxury shopping experiences. By having physical stores, Valentino can provide a luxurious and immersive shopping environment where customers can engage with the brand and experience its products first hand. Simultaneously, a strong online presence will allow Valentino to reach a wider audience and provide convenient access to its exclusive collections. Recently Valentino has tied with Reliance Retail and established brand in two major metropolitan cities but need to scale up on cosmopolitan cities to increase Mindspace of prospective customer.

**Emphasize Sustainability**

Sustainability is increasingly important to consumers, and Valentino should prioritize ethical practices and transparent supply chains to meet their expectations. As emphasized in "Tiffany's CEO on Creating a Sustainable Supply Chain," luxury brands must demonstrate their commitment to sustainability to gain trust and loyalty from environmentally conscious consumers. Valentino can incorporate sustainable materials, adopt responsible production processes, and promote social and environmental initiatives in its operations. By aligning with the growing concerns for sustainability among Indian consumers, Valentino can enhance its brand reputation and appeal to the eco-conscious segment of the market.

**Conclusion**

In conclusion, Valentino's expansion into the Indian market presents a significant growth opportunity. Through strategic product re-positioning, Valentino can establish a strong presence and capture the attention of discerning luxury fashion consumers in India. By incorporating Indian design elements, collaborating with renowned Indian designers, exploring brand collaborations with Indian sensibilities, leveraging the ephemerality of fashion, localizing marketing efforts, establishing a physical retail presence, and emphasizing sustainability, Valentino can cater to the preferences and aspirations of Indian consumers.

By blending its global identity with Indian aesthetics, Valentino can create an exclusive and aspirational brand experience that resonates with the discerning Indian luxury fashion consumers who aspire to own prestigious and exclusive products. With the careful implementation of these recommendations, Valentino can navigate the Indian market landscape, build brand loyalty, and solidify its position as a leading luxury fashion brand in India.

**Reference**

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