Valentino to unveil haute couture in Rome, Bottega Veneta heads to Dubai, Moschino’s menswear returns to Milan

By Dominique Muret - 12 April 2022

Luxury labels seem to be running riot with their shows, staging a plethora of events in far-flung places, or sometimes closer to home, but in unexpected venues. On Monday, Balenciaga announced it will hold its cruise collection show in New York on May 21, while Dior’s cruise show is scheduled in Seville on June 16. Today, some of Italy’s top labels have revealed the dates of their next appearances on the world stage, from Bottega Veneta’s special event in Dubai in May, to Moschino men’s return to Milan in June, while Valentino will unveil its next haute couture collection in Rome in July.

Valentino will present the next couture collection designed by Pierpaolo Piccioli for the Fall/Winter 2022-23 on July 8 in the Italian capital, where its headquarters and ateliers are based. The show will take place between Piazza Mignanelli, home to the historic palazzo occupied by Valentino, and nearby Trinità dei Monti, with its monumental Baroque stairway.

Valentino usually shows during Paris Haute Couture Week, but is set to drop out of the French capital’s calendar this season, returning to its creative heart, “Rome, where it all begins, life, people, our stories and our identities,” as Piccioli said in a press release.

“With its architectural and artistic wonders, [Rome] is the best place to showcase the style of Valentino, a fashion house that was founded in Rome and which has always been synonymous with Italian excellence worldwide. With this great event, Rome is once again centre stage on the international fashion scene,” said Rome’s mayor Roberto Gualtieri.
Moschino too is returning to Italy, with its menswear, having last shown in Milan in January 2018. After presenting his ready-to-wear collections in Rome and the USA in recent seasons, creative director Jeremy Scott said he is happy to return to Moschino's cradle. “Showing in Milan again with the men’s collections was a long-held wish of mine,” said Scott. Moschino’s Milanese show is scheduled on June 19.

Finally, Bottega Veneta will travel to the Middle East to stage a cultural event in Dubai on April 12-14, the first stage of a world tour that will take the Kering-owned Italian label to Tokyo, San Francisco and São Paulo in the course of the year. In Dubai, Bottega Veneta will stage various happenings themed around cinema, literature, music, poetry, cuisine and more, held at a venue especially set up by the label at Concrete, a multi-disciplinary space on Alserkal Avenue, which in recent years has become an art district.

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