

Valentino signs up Gigi Hadid for latest campaign

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The eldest Hadid sister has kicked off 2018 with a new advertising campaign for Valentino. Joined by five other models, the 22-year-old shows off the long tulle and frilled dresses that channel the Italian fashion house's characteristic romantic glamour.

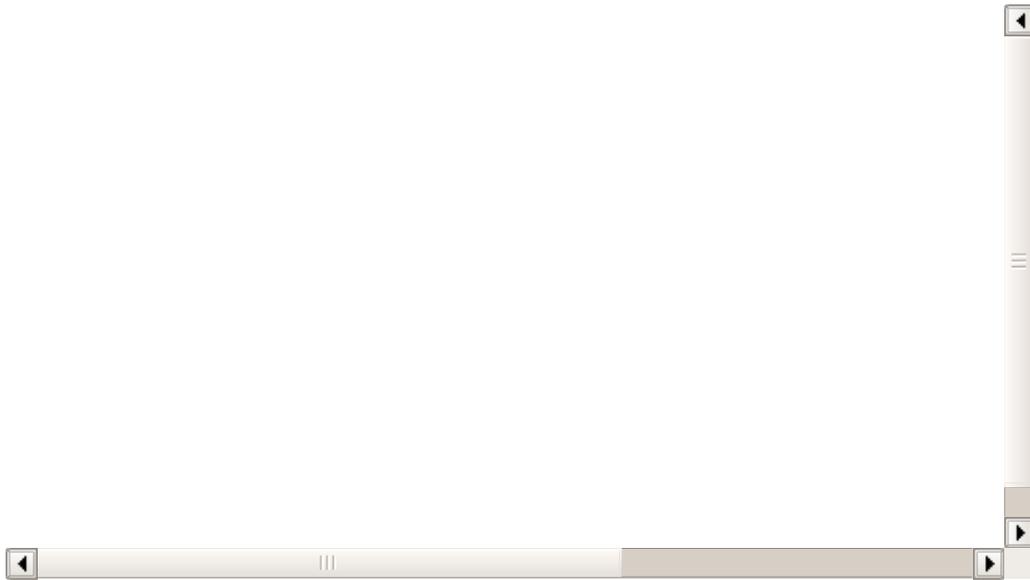


After winning over some of the biggest fashion houses and designers in 2017, the Hadid sisters are still very much at the forefront of the fashion scene in January 2018. While Bella was revealed as the face of new campaigns for Dior Beauté and Max Mara earlier this week, it's now Gigi's turn to reaffirm her place as one of fashion's biggest stars. The young model has been signed up by Valentino to front the label's spring/summer 2018 campaign.

Still, the eldest of the Hadid children isn't the only muse in this new project from

Pierpaolo Piccoli, creative director of the Italian fashion house. Gigi Hadid is joined by Aurora Talarico, Rianne Van Rompaey, Adut Akech, Oumie Jammeh and Felice Noordhoff.

The six models are photographed by the famous duo Inez van Lamsweerde and Vinoodh Matadin in a New York studio. The classic and romantic style of Valentino is highlighted in the campaign -- channeling themes of dance and movement -- as well as a glamorous, more modern touch. The ads are inspired by a Valentino campaign dating from the late 1980s.



The new collection from Pierpaolo Piccoli features a series of exceptional long dresses, some in tulle and others finished with frills, in subtle shades like white and powder pink or in bolder colors like red.

For the spring/summer 2018 season alone, Gigi Hadid features in campaigns for Valentino and Versace, and has walked the runway for Isabel Marant, Bottega Veneta, Moschino, Fendi and Tommy Hilfiger, a brand for which she also designs.