



## Press release

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# Mario Valentino. A History of Fashion, Design and Art

Ornella Cirillo, author

### A beautiful new album chronicling 65 years of "Made in Italy" excellence

Established in 1952 in Naples, the Valentino brand is a leading name in leather and a legendary manufacturer of shoes, accessories and clothing. Now, a new book from Skira Editore recounts the Valentino story, from the early 1900s, when Mario's father, Vincenzo, made shoes praised by the Savoys, through the end of the century, when top models contributed to the brand's renown and photographers like Robert Mapplethorpe and Helmut Newton cemented Mario Valentino's reputation and design philosophy as a true form of art.

This publication catalogues Valentino's rise from a small shop in the heart of Naples to one of fashion's most well-known names. Alongside some 200 colour illustrations, the book presents precious documents collected in Valentino's archives as well as vivid descriptions of some of the most important moments in fashion history. *Mario Valentino* offers an extraordinary adventure and the recognition of the impact of Naples and Italy on the designer's work as well as his continued influence on fashion and design today.

### About the Author

**Ornella Cirillo**, PhD and adjunct professor of Contemporary Fashion History, is a researcher at the Università della Campania "Luigi Vanvitelli."

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MARIO VALENTINO

A History of Fashion, Design and Art