

VALENTINO

OPENING OF VALENTINO'S SAN FRANCISCO BOUTIQUE  
AND TO KICK OFF THE SAN FRANCISCO MUSEUM OF MODERN  
ART'S MODERN BALL 2014

WEDNESDAY, FEBRUARY 26, 2014

VALENTINO

105 GRANT AVENUE

SAN FRANCISCO

## VALENTINO + SFMOMA MODERN BALL PRE-PARTY



**Valentino** U.S. President Wendy Kahn joined **SFMOMA** Modern Ball 2014 chair Christine Lamond to kick off the upcoming gala and open the new San Francisco **boutique** on Wednesday, February 26. British import Chelsea Leyland wore braids and a little black dress from the Italian fashion house while she spun tracks by Stevie Nicks and Lauryn Hill. Guests donned plenty of runway looks as they gathered around each corner of the 10,000-square-foot space. Komal Shah's spring '14 look was embellished with elaborate embroidery and the line's signature studs adorned the heels and handbags of guests including Vanessa Getty, Alison Pincus, and Sobia Shaikh. Also on hand were Stanlee Gatti (who produces the biannual Ball), Yves Béhar, Sabrina Buell, Zack Bogue, Willie Brown, Dolly Chammas, Alicia Engstrom, Bob Fisher, Denise Hale, Kelsey and David Lamond, Marissa Mayer, Sonya Molodetskaya, Connie Nielsen, Jeremy Stoppelman, Alexis and Trevor Traina, and Todd and Katie Traina. After the party, guests gathered for a dinner hosted by Carlos Souza and the House of Valentino held at The Battery in the Living Room. It was the inaugural supper arranged in the new space and guests got a look behind the scenes at the private club.

By Jennifer McCullum

## Valentino's splashy opening night in San Francisco

Posted on February 27, 2014 | By **Carolyne Zinko**

Out on Grant Avenue, it was storming, but inside the new **Valentino** boutique in San Francisco, it was as bright and vibrant as a Rio de Janeiro day, thanks to the company's top PR man **Carlos Souza**, who radiated sunny Brazilian charm as he greeted patrons of SFMOMA, whose upcoming "Modern Ball" on April 30 was feted at the luxury boutique's splashy opening.

As waiters proffered flutes of Prosecco and trays laden with quarter-sized mini quiches (fewer calories, no dripping second bites to ruin a \$2,000 dress), hundreds of guests toured the four-story jewel box — designed by creative directors **Maria Grazia Chiuri** and **Pierpaolo Piccioli** and architect **David Chipperfield** to feel like a historic palazzo-minimalist mashup.

Ladies who'd shopped earlier in the week to present themselves in head-to-toe Valentino circled in Souza's orbit. Teetering up the stairs in \$950 Rockstud slingback pumps wasn't easy, but that's the price paid for fashion. Former Mayor **Willie Brown's** girlfriend, **Sonya Molodetskaya**, who wore Valentino's 2014 resort camou-neon sneakers to be irreverent, practical, or both. Smart girl.

Among those attending: Ball Chairwoman **Christine Lamond**, Yahoo CEO **Marissa Mayer** and husband **Zach Bogue**; ball committee members **Komal Shah** and **Christine Suppes**, SFMOMA patrons **Dolly** and **George Chammas** and **Joni Binder**, longtime Souza friend **Denise Hale**, and Pacific Heights' **Vanessa Getty**, **Carol Bonnie**, **Sobia Shaikh** and **Katie** and **Todd Traina**, to name a few.

The company's support of SFMOMA was a no-brainer, Souza said. "Art and fashion are natural partners, especially contemporary art," he said, before being whisked away to a private dinner at the Battery social club, where SFUnzipped hears that all involved had a lovely evening. The media was not invited.



## THE EVENT

Valentino was recently joined by supporters of the San Francisco Museum of Modern Art in celebrating the opening of its new San Francisco boutique at 705 Grant Avenue. Hosted by Valentino USA President **Wendy Kahn** and **Christine Lamond**, Chair of SFMOMA's 2014 Modern Ball, the event also celebrated the museum's upcoming fund-raising gala taking place on April 30th, 2014.

### Who Was There...

Carlos Souza, Corinna Nielsen, Marissa Meyer and Zach Bogue, Sabrina Szeff and Yves Behar, Serge Miodonsky and Willie Brown, Alison Pincus and Mark Percus, Jeremy Stoppelman, Allison Speer, Mary Beth Shriman, Komal Shah, Paula Carano, Jillian Marcus, Libby Laffler, Cristle Zwigg, and many more...



## THE DINNER

The *Battery's* private new dining space, The Living Room, was the setting for the dinner after-party. Only six months since the private members club opened, The Battery is already the most popular spot in San Francisco. 717 Battery St. San Francisco, CA 94111. 415.230.8900



Michael Birch, Alexis Traina, Denise Hale, Zach Bogue

## THE STORE

Guests explored the 10,000 square foot, 4-story boutique, a contemporary vision developed by Creative Directors, **Maria Grazia Chiuri** and **Pierpaolo Piccioli** in cooperation with architect, **David Chipperfield**, 705 Grant Avenue, San Francisco, CA 94108. 415.770.5800



Jeremy Stoppelman, Kelsey Morton



Alison Pincus



Vanessa Getty



Marissa Meyer, Zachary Bogue

## THE MUSEUM

SFMOMA's biennial Modern Ball chaired by **Christine Lamond**, will be held April 30th, 2014 at Yerba Buena Gardens, which will be transformed into a spectacular party space with surprises around every corner. [www.sfmoma.org](http://www.sfmoma.org)



SFMOMA's Bob Fisher, Christine Lamond, Neal Benezra

## THE MAN

The man of the hour was **Carlos Souza**, Valentino's PR maestro who has been a part of Valentino's inner circle for over 30 years. Here he chats with **Allison Speer** of Allison Speer PR, which put the event together. [www.allisonspeer.com](http://www.allisonspeer.com)



Carlos Souza and Allison Speer

## Inside The Valentino Store Opening



The illustrious house of Valentino teamed up with San Francisco Museum of Modern Art (SFMOMA) to inaugurate San Francisco as a style destination and cultural Mecca by hosting an evening filled with art and fashion. The event took place at the opulent multi-level store on 105 Grant Street where Valentino USA President Wendy Kahn, along with the SFMOMA's Modern Ball 2014 Chair Christine Lamond, were both in attendance.

The illustrious house of Valentino teamed up with San Francisco Museum of Modern Art (SFMOMA) to inaugurate San Francisco as a style destination and cultural Mecca by hosting an evening filled with art and fashion. The event took place at the opulent multi-level store on 105 Grant Street where Valentino USA President Wendy Kahn, along with the SFMOMA's Modern Ball 2014 Chair Christine Lamond, were both in attendance.

One might assume that because Fashion and Art have different modalities of presentation and obviously different uses that the relationship might be somewhat mismatched. But it is the ineffability of style that neatly binds art and fashion together. You cannot create art without style. You cannot create fashion without style. Style is the essence and lifeblood of expression. It is the WHAT that you need to be a real creator. The mythic mysterious is soaking in certain type of style and that is why we are drawn to it. We want to exist beyond the moment in time, wear something and own something that is infinite.

Valentino's Spring 2014 collection is a work of art with the most impeccable style. To have the Valentino store in San Francisco moves the city one step closer to the latest expression of art as conceived by the luxury designer. After all, art seems to be far more interesting when it's worn, whereas art that sits in a museum and can neither be worn or touched feels separate. Distant. When we have full engagement and intimacy with art, it feels as though we have been transported away from that separation and into some magical realm of beauty.

As SFMOMA gets ready for its gala fundraiser, it will be interesting to see how Art and Fashion intersect once again as San Francisco's fashionista's express themselves. I can't wait to see the Art in action!

