

INTERNET

Bottega Veneta nudges holiday shoppers toward accessories

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Bottega Veneta gift guide video still

By STAFF REPORTS

Italian fashion label Bottega Veneta is recommending a range of items for shoppers this holiday season through a social video.

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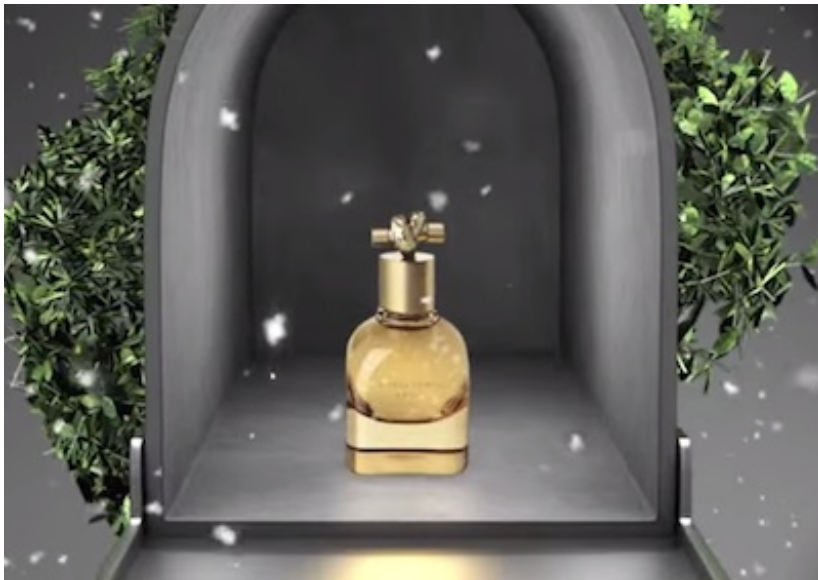
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The social video draws on basic holiday tropes and presents the gift guide in as basic a manner as possible. Although the approach is rudimentary, consumers will likely appreciate the curated selection.

Winter wonderland

Bottega Veneta's holiday gifting video shows a typical winter scene with snow falling as twinkling music plays. Tin mailboxes are clustered together and gradually reveal their contents throughout.

Items inside the mailboxes include a clutch, a tie, a scarf and more.



Video still

The underlying message is clear: shop online to get these items shipped to your home.

Embedded Video: [//www.youtube.com/embed/mIoJ0g3Q3uU](https://www.youtube.com/embed/mIoJ0g3Q3uU)

Introducing the Holiday 2014 Collection- Bottega Veneta

To that end, consumers are invited to peruse the gift guide on the brand's Web site. On the Web site, consumers can explore prices and customize items to arrive at their ideal holiday present.

Bottega Veneta offers free standard shipping which arrives in three to seven days, and charges \$20 for express shipping which arrives in two to four days.

Other luxury brands are beginning to tout their gift guides.

For instance, jeweler Tiffany & Co. is incorporating its jewelry designs into a holiday landscape of “city lights and snowy nights” to inspire gifting.

The holiday-themed effort includes social postings, video content with shoppable adaptations and a standard gift guide. Each holiday season, Tiffany captures consumer sentiment by creating a world of glamour, romance and gifting using New York as its wintry backdrop ([see story](#)).

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