

ADVERTISING

Bottega Veneta continues focus on Japan with latest ad effort

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Bottega Veneta spring/summer 2015

By STAFF REPORTS

Italian fashion house Bottega Veneta has scouted Japanese photographer Nobuyoshi Araki for its spring/summer 2015 advertising campaign.

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The brand shared news of the creative collaboration on its social channels to keep its followers in-the-know. Bottega Veneta's latest campaign continues its ongoing series of working with acclaimed artists for its advertisements.

Art of collaboration

Bottega Veneta's new ad effort will appear in the February issues of leading international publications.

For the campaign, Mr. Araki aimed for delicate but strong imagery, a departure from his usual work which is more provocative, according to [WWD](#). Tomas Maier, creative director of Bottega Veneta said "More than simply provocative, Araki's images have a powerful honesty and human poignancy that make them unforgettable. He has his own visual language, which I was very excited to see translated to the collection."

The effort features model Saskia de Brauw holding the hand of male model Sung Jin Park.

The pair lean against a wall in a grey- and white-toned urban setting with the coloring of their clothing reflecting their surroundings. A red metal chair adds a pop of color.



Nobuyoshi Araki for Bottega Veneta's spring/summer 2015 collection

Beyond its work with Japan's Mr. Araki, Bottega Veneta has been aiming to strengthen its connection to local Japanese consumers through culture.

For example, Bottega Veneta launched a social campaign to celebrate Japan's Hotel Okura Tokyo, a favorite of creative director Mr. Maier.

The modernist hotel is set to undergo renovations in 2015, and Bottega Veneta is commemorating the landmark's importance to traditional architecture by asking consumers to share their photos of the building on Instagram. #MyMomentAtOkura launched with Mr. Maier sharing his own personal shots of the hotel, sharing his passion with brand fans ([see story](#)).

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