

PRINT

## Bottega Veneta celebrates artistic collaborators in new tome

October 14, 2015



*Bottega Veneta's "The Art of Collaboration" campaign for fall/winter 2015*

By STAFF REPORTS

Italian fashion label Bottega Veneta is providing a comprehensive view of the artistic collaborations that have defined its advertising campaigns since 2002 in a new book.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246** ▶

Published Oct. 13, the "Art of Collaboration" dives into the brand's varied creative partnerships, with upwards of 1,000 images from the likes of Annie Leibovitz, Peter Lindbergh and Steven Meisel. Ad campaigns have a tendency towards a short life span, often forgotten after a season, so this book extends the impact this editorial imagery can have.

Looking back

Art of Collaboration, written by Bottega Veneta creative director Tomas Maier, was published by Rizzoli. In addition to the photos, the story is told through a foreword by fashion journalist Tim Blanks and essays by novelist Daphne Merkin.



*Bottega Veneta spring/summer 2015 campaign*

Each year, for every season of looks, Bottega Veneta offers consumer's a different perspective with a different guest photographer for the campaign. Starting with the fall/winter 2002-2003 campaign with Robin Broadbent, the brand has collaborated with several photographers over the past 13 years.

The Art of Collaboration sees many different locations and photography choices, but each collaboration focuses on the collection at hand ([see story](#)).

This ad campaign strategy arrived at around the same time as Mr. Maier. The designer is credited with taking the brand back to its original image established at its founding in 1966.

The artistic collaboration mirrors the process undertaken by Mr. Maier and the Italian artisans and craftspeople who produce each collection.

Prior to purchasing the \$135 book on Bottega Veneta's Web site, the brand lets consumers flip through it digitally. By hovering their mouse to the left or right hand side of the book, they can turn pages forward or back.

Following the concept of a craftsmanship video, the brand also takes consumers behind the scenes of the conception and printing of the book.

//

"I like that there are skilled hands behind Bottega Veneta who come together to make our products. In a way the Art of...

Posted by [Bottega Veneta](#) on [Tuesday, October 13, 2015](#)

Similarly to Bottega Veneta's tome, French fashion house Lanvin recently published a coffee table book with Italian publishing house Rizzoli that focuses on its whimsical window designs.

Titled "Lanvin: I Love You," the 260-page book is available at Lanvin boutiques and Rizzoli bookstores as of Sept. 22. Lanvin's artistic director, Alber Elbaz, worked with Rizzoli and added his own touches to the content for a more personalized feel for brand enthusiasts ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.