

ADVERTISING

## Bottega Veneta gets bold for spring/summer 2016 imagery

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*Mica Arganaraz for Bottega Veneta spring/summer 2016*

By STAFF REPORTS

Italian fashion label Bottega Veneta has added a pop of color to the black-and-white sculptures of Jean Dubuffet for its spring/summer 2016 campaign.

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Bottega Veneta recruited Dutch photographer Viviane Sassen for the spring/summer 2016 campaign, set in the Kroller-Muller museum in Amsterdam. Each season, Bottega Veneta collaborates with an artist to bring its collections to life in ways that support its aesthetic and brand identity.

### Spring sculptures

The campaign for men's and women's apparel and accessories uses Mr. Dubuffet's "Jardin d'mail" sculpture, made of resin and concrete, as a backdrop. The collection's colors add contrast to the models' surroundings, resulting in the clothing popping against Mr. Dubuffet's work.

For the campaign, Ms. Sassen shot models Mica Arganaraz and Sven de Vries, who lounge across the sculptures.



*Sven de Vries for Bottega Veneta, spring/summer 2016*

In a statement given to Women's Wear Daily, Bottega Veneta creative director Tomas Maier said, "Viviane's work is both beautiful and enigmatic. You can't help but be drawn to her images, her atmospheres and the distinct sense of mystery she creates. I admire her bold experimentation and how she breaks the rules yet never loses her balance."

Bottega Veneta has worked with many prestigious photographers for its campaigns, including Nan Goldin, Pieter Hugo, Peter Lindbergh and Juergen Teller. Its work is now the subject of a new book.

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 ([see story](#)).

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