

APPAREL AND ACCESSORIES

Bottega Veneta fetes 50 years with modernist ads

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Image from Bottega Veneta's spring/summer 2017 campaign

By STAFF REPORTS

Italian fashion label Bottega Veneta is proving its timeless appeal with a campaign that marks a half-century in business.

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Part of Bottega Veneta's series The Art of Collaboration, the campaign continues the brand's relationship with Lauren Hutton that dates back decades, casting the 73-year-old actress alongside models. As the brand honors its milestone, it is looking back on a key memorable moment in its history.

On camera

Like Bottega Veneta's other campaigns produced in the past 15 years under the creative direction of Tomas Maier, this effort features a partnership with an artist. Photographer Todd Hido captured Ms. Hutton along with models Joan Smalls, Vittoria Ceretti, Hannes Gobeyn and Morten Nielsen at the Modulightor Building.

Designed by late architect Peter Rudolph between 1989 and 1994, the Manhattan structure on East 58th Street features horizontal and vertical spaces that are woven together.

Ms. Hutton carried an intrecciato woven clutch bag in the film "American Gigolo." As part of a special collection of handbags that spans archival and new styles, this clutch has been reproduced this season with the name "The Lauren, 1980."



Bottega Veneta spring/summer 2017 ad campaign featuring Joan Smalls

Both Ms. Hutton and Ms. Smalls are captured holding a new style called "The City Knot." The faces appear inside the building, lit by both natural sources and the glow of lamps.

In addition to her appearance in the campaign, Ms. Hutton walked the runway during Bottega Veneta's milestone show arm-in-arm with Gigi Hadid.

Bottega Veneta's campaigns often reflect Mr. Maier's appreciation for art and architecture.

The label's fall/winter 2016 campaign cast an artistically formed landscape as a major player.

Dutch photographer Vivian Sassen captured the brand's apparel and accessories at Alberto Burri's Grande Cretto of Gibellina in Sicily, with his man-made concrete formations juxtaposing the soft, fluid lines of the garments. Marking the 15th year of Bottega Veneta's Art of Collaboration series, this campaign allows multiple art mediums to have a voice in its effort ([see story](#)).