

APPAREL AND ACCESSORIES

Bottega Veneta embraces unexpected opportunities for fall/winter 2017

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Bottega Veneta's fall/winter 2017 ad was staged at Lee House 2. Image courtesy of Bottega Veneta

By STAFF REPORTS

Italian fashion house Bottega Veneta took advantage of an unexpected New England blizzard for its fall/winter 2017 ad campaign.

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Bottega Veneta went to Fairfield County, CT in March to shoot its fall/winter 2017 campaign with photographer Todd Hido, but due to inclement weather, production was delayed by one day. But, the blanket of snow that covered the mid-century modern Lee House 2 ended up being an opportunity.

Among the snow drifts

The Lee House 2 was built in 1956 by John Black Lee, who is often referred to as the sixth of the "Harvard Five" architects. The mid-century modern home was restored by Japanese architect Toshiko Mori in 1992, and a decade later, Kengo Kuma returned the building to its original glory and added a new wing in 2010.

"I love architecture, which is why we always shoot our campaigns in world-renowned buildings," said Tomas Maier, creative director of Bottega Veneta, in a statement. "Since spring/summer 2017 was shot in a Paul Rudolph house in an urban setting, we had to find a structure that would match that level, and I knew Lee House 2 would deliver.

"The fact that it snowed gave the models, the clothing and the architecture an additional dimension," he said.



Snow is visible in all Bottega Veneta's fall/winter 2017 stills. Image courtesy of Bottega Veneta

Bottega Veneta's fall/winter 2017 campaign features models such as Eva Herzigova and Simon Nessman in tailored clothing. The fresh snow can be seen in the imagery as Lee House 2 features glass-enclosed rooms and corridors.

"That white background really brought out the colors of the clothing in a way that I had not seen before," Mr. Hido said in a statement. "It reminded me of how a cardinal looks so vibrant in the snow."

Bottega Veneta's Mr. Maier and Mr. Hido have also teamed for The Art of the Collaboration Film, a new platform of episodic content launched by the brand.

Titled "Mixed Messages," the film stars the three women and one man featured in the fall/winter 2017 campaign. Mixed Messages' storyline follows the four characters, but does not divulge their relationships to one another, and has no definitive ending, leaving the viewer guessing.

Mixed Messages | Bottega Veneta fall/winter 2017 | Art Of Collaboration

Mr. Maier launched The Art of Collaboration when he joined Bottega Veneta in 2001. The ongoing project has seen world-renowned visual artists collaborate with the Kering-owned fashion label for its ad campaigns ([see story](#)).

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