

APPAREL AND ACCESSORIES

Bottega Veneta taps former Cline designer as creative director

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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

Kering-owned label Bottega Veneta has appointed Daniel Lee as its new creative director.

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Mr. Lee comes to Bottega Veneta from LVMH-owned women's wear brand Cline, where he was most recently director of ready-to-wear design. Mr. Lee succeeds Tomas Maier, who announced his departure from Bottega Veneta on June 14.

"I'm both honored and excited to continue the legacy that has been created at Bottega Veneta over the last five decades," Mr. Lee said in a statement. "Maintaining the ingrained codes of the house, craftsmanship, quality and sophistication, I look forward to evolving what has gone before, while contributing a new perspective and modernity."

New talent

Recently, a number of major fashion houses have picked creative directors that were previously under-the-radar, rather than going with big-name designers.

Gucci's Alessandro Michele, Chlo's Natacha Ramsay-Levi and Roberto Cavalli's Paul Surridge were a few of the figures who remained relatively behind-the-scenes before being chosen to helm their respective brands.

Mr. Lee continues this trend, with Kering saying the appointment reflects its emphasis on being "bold" and "daring." The British 32-year-old is a graduate of Central Saint Martins, and has a resume that includes work for Maison Margiela, Balenciaga and Donna Karan.

The designer joined Cline in 2012.

"I am very pleased to welcome Daniel Lee to Kering as creative director of Bottega Veneta," said Francois-Henri Pinault, chairman and CEO of Kering, in a statement. "The singularity of his vision inspired by a very personal creative approach convinced me that he was best able to open a new chapter in the history of the house.

"His work is characterized by great rigor, a mastery of studio expertise, a true passion for materials and an energy

that I cannot wait to see take shape at Bottega Veneta," he said.



Daniel Lee has been named creative director of Bottega Veneta. Image credit: Bottega Veneta

Mr. Lee will begin at Bottega Veneta on July 1.

After an almost two-decade-long tenure, Italian fashion brand Bottega Veneta's creative director Mr. Maier is exiting the brand.

Bottega Veneta credits the designer with shaping the brand into the icon that it has become since joining the Kering-owned label in 2001 ([see story](#)).

"Daniel Lee has a deep understanding of the house's current challenges both in terms of creation and development," said Claus Dietrich Lahrs, CEO of Bottega Veneta, in a statement. "He will bring to Bottega Veneta a new and distinctive creative language that will continue building the house's success based on the ambitious foundations already developed over recent years."

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