

APPAREL AND ACCESSORIES

Bottega Veneta explores duality in muted vignettes

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The fall/winter 2018 collection was the last from designer Tomas Maier for the fashion label. Image credit: Bottega Veneta

By SARAH RAMIREZ

Italian fashion house Bottega Veneta is revealing its fall/winter 2018 collection with a series of short films that examines the tension within people and each other.

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The "Intuition" film series blends the avant-garde with narrative techniques using a primarily muted color palette with neon contrasts. This campaign is especially important since it features the last collection by longtime Bottega Veneta creative director Tomas Maier before he abruptly announced his departure from the brand earlier this summer.

"At face value the advertisement gives the viewer what it has come to expect from this house," Jessica Michault, senior vice president of industry relations at [Launchmetrics](#), Paris. "It is a display of beautiful clothing and bags in unexpected hues and fabrics that beautifully whisper modern elegance."

Ms. Michault is not affiliated with Bottega Veneta, but agreed to comment as an industry expert. [Bottega Veneta](#) was reached for comment.

Intuition installments

Bottega Veneta has slowly rolled out its Intuition chapters, with the third and final installment yet to be released.

Director Fabien Baron and his team, cinematographer Philippe Le Sourd and set designer Stefan Beckman, created a cohesive collection of vignettes by using similar colors and the same instrumental music, "Pale Blue Dot" by Roger Goula. Model Tim Schumacher has also appeared in the two chapters already released.



Tim Schuhmacher for Bottega Veneta. Image credit: Bottega Veneta

In "Blackout," Mr. Schuhmacher faces off against model Sora Choi as rectangular neon frames revolve around them. While the two never appear in a frame together, the film's quickening music and rapid editing create tension until the neon frame implodes.

The pair wears pieces in moody shades of navy and green, although the neon accents alter the clothing's appearance in the dark scenes. Among the pieces featured are the new Tambura in Intrecciato Abstract and the Pilot 18 messenger bag in Intrecciato Checker.

The second chapter of Bottega Veneta's Intuition has a more developed storyline than the first installment

As the second installment "Doubles" begins, Mr. Schuhmacher again appears in a setting that could be described as neon noir. He stands in a sparsely-decorated office that is illuminated by blue electric currents and a neon yellow light shining on his face through the blinds.

The scene jumps to model Fran Summers, dressed in a marigold wool coat and carrying a fringe bag, walking in an industrial area. Back in the office, Mr. Schuhmacher dials from the rotary phone on the desk, and then a phone booth begins to ring as Ms. Summers walks by it.

There is no dialogue, but it is clear he is trying to give her a warning. While the pair are still on the phone, an older model car drives up to Ms. Summers and lowers the driver side window to reveal her own image.

"The future of the house is currently a question mark, so in that moment with the model seeing her doppelgänger looking back at her from the car, you could extrapolate that perhaps the house is reflecting on itself," Ms. Michault said.

Label evolution

Bottega Veneta has undergone numerous shakeups this year, resulting in the label canceling this month's planned spring/summer 2019 fashion show.

The fashion label announced Daniel Lee, formerly of women's wear brand Cline, as creative director this July. His first show as creative director for Bottega Veneta will be the fall/winter 2019 show in February of next year ([see story](#)).

Just as this fall/winter campaign, Bottega Veneta captured the many moods of its spring/summer 2018 collection in an anthology of films.

Mirroring the shifting seasons, the six-part series "Reflections" centered on the subjects of renewal and reconnection. The cinematic team behind the effort included Mr. Baron, Mr. Le Sourd and Mr. Beckman who have returned for Intuition.

"There is something indelibly poignant about [the series]," Ms. Michault said. "The mood, music and lighting all give a sense of mystery and intrigue which, intentional or not, is how a lot of people are feeling about the house now that it is taking a season off."

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