

APPAREL AND ACCESSORIES

Bottega Veneta points to timelessness in spring campaign

January 28, 2019



Bottega Veneta's spring/summer 2019 campaign. Image courtesy of Bottega Veneta

By STAFF REPORTS

Italian fashion label Bottega Veneta is ushering in its new creative direction by exploring how its house codes translate to today's world.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Daniel Lee has yet to stage a runway show for Bottega Veneta, but he is hinting at his approach toward the brand in his first advertising campaign. While creative directors often come with a new design vision for heritage houses, they also make an impact on the marketing image of a brand.

Marketing moves

Mr. Lee came to Bottega Veneta from LVMH-owned women's wear brand Cline, where he was most recently director of ready-to-wear design. Mr. Lee succeeded Tomas Maier, who announced his departure from Bottega Veneta on June 14, following 15 years at the house ([see story](#)).

The designer, who started at Bottega Veneta last July, has so far shown the spring and pre-fall collections for the house during press presentations. After skipping the spring Milan Fashion Week this past fall, his debut runway collection will be shown this February.

Ahead of this runway reveal, Bottega Veneta is releasing a campaign that it calls a "palette cleanser."

Mr. Lee envisioned a series of characters, who appear in a set of shots that seem as though they could be pulled from a movie.

Shot by photographer Tyrone LeBon, the images star a cast of models of varying ages and backgrounds. The shoot took place over a few days at a house in Ischia, a Neapolitan island.

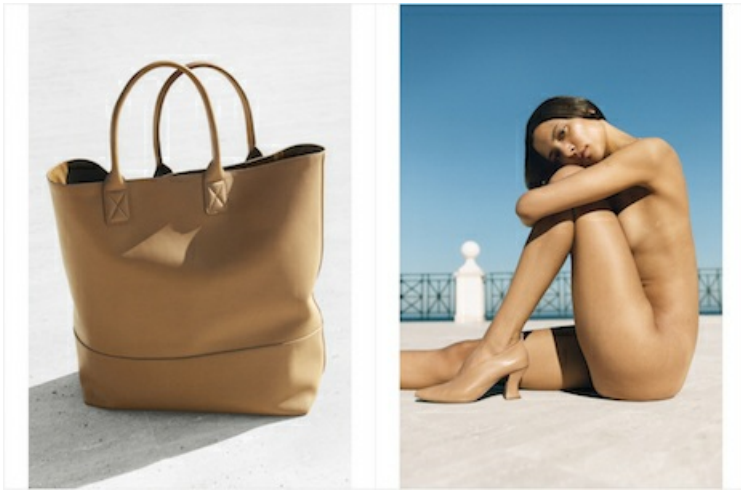


Image from Bottega Veneta's spring 2019 campaign. Image courtesy of Bottega Veneta

One common theme that binds the photography together is the mirroring of the brand's leather goods and the models' skin. In one image, a pair of nude shoes become one with an unclothed model.

Another shot features peeks of a model's skin underneath a calf hair trench coat.

Bottega Veneta is going through another leadership change following the departure of its chief marketing officer Lisa Pomerantz last July. Ms. Pomerantz previously worked at the company for many years before leaving for Michael Kors and eventually making her way back to Bottega Veneta ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.