

APPAREL AND ACCESSORIES

Bottega Veneta debuts residency online to attract, retain site visitors

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The Bottega Residency is Italian fashion brand Bottega Veneta's effort to make its Web site and online interface more entertaining to housebound customers and prospects worldwide protecting themselves from the COVID-19 coronavirus outbreak. Image credit: Bottega Veneta

By LUXURY DAILY NEWS SERVICE

Italian fashion and leather goods maker Bottega Veneta has launched a new concept called the Bottega Residency on its Web site that offers content, entertainment, art and music on a weekly basis.

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The Kering-owned brand calls this initiative "a theater of joyous distraction, creativity and collaboration every day." It is almost akin to an artist's residency in a secluded resort or fancy palace, sponsored by a patron.

The effort comes two weeks after Saks Fifth Avenue's New York flagship gave over six windows and visual installations throughout its store to Bottega Veneta. Saks is now temporarily closed because of the COVID-19 shutdown in New York.

The installations showcased an exclusive capsule collection including women and men's footwear and accessories, and women's dresses and gowns. The move came soon after Bottega Veneta appointed Daniel Lee as its creative director ([see story](#)).



Bottega Residency: Meet the new Bottega resident on Monday and discover the person's favorite writer. Image credit: Bottega Veneta

Home page

Bottega Residency is one way to keep the excitement and communications going between the brand and its audience.

On Monday, site visitors will get to meet that week's Bottega resident and discover the person's favorite writer, followed by works from a favorite artist on Tuesday and clips from the favorite director on Wednesday.



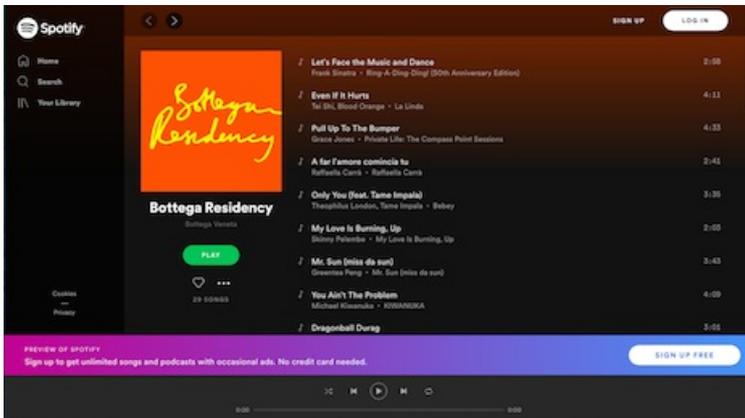
Bottega Veneta: Watch clips from the Bottega resident's favorite movie director. Image credit: Bottega Veneta

On Thursday, Bottega will showcase its global guide of the best virtual experiences, followed by a weekly music event on Friday and recipes from renowned chefs on Saturday.

Sunday is dedicated to culture defining cinema.

A playlist of 29 songs on a **cobranded page with Spotify** supports the Bottega Residency. The list includes Frank Sinatra, Nina Simone, Kanye West, Skinny Pelembe, Raffaella Carrà, Alfa Mist, Curtis Mayfield and Solange.

The name of the first resident was not disclosed.



Bottega Residency playlist in association with Spotify. Image credit: Spotify, Bottega Veneta

THE WHOLE IDEA behind the **Bottega Residency** is to engage site visitors on BottegaVeneta.com and keep them there to entertain and shop.

Given the national lockdowns in key global markets fighting the COVID-19 coronavirus, luxury brands have only their ecommerce doors open. So they have to make the visits to their sights and apps entertaining, engaging and sticky to get customers and prospects coming back repeatedly.

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