

APPAREL AND ACCESSORIES

Bottega Veneta scraps social media accounts

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Bottega Veneta: luxury without Instagram? Image credit: Bottega Veneta

By LUXURY DAILY NEWS SERVICE

Italian luxury brand **Bottega Veneta** has severed ties with Facebook, Instagram and Twitter in a move that hints the label may move in a more exclusive direction.

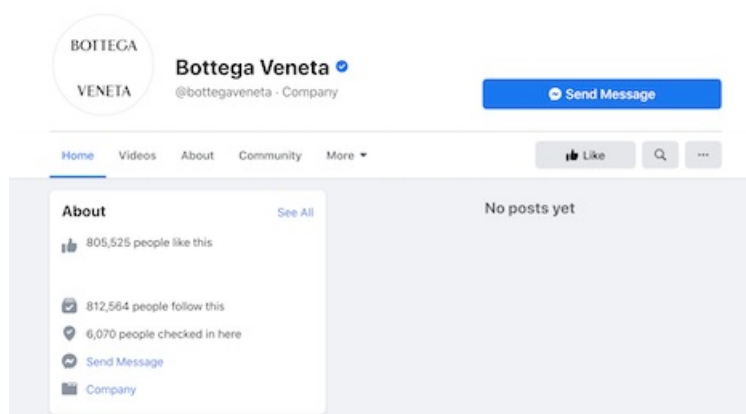
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Its abrupt decision to delete its social media accounts comes on the heels of a presentation last month called "Salon 01 London" where only select celebrities were invited to view its spring 2021 collection, according to *The Business of Fashion*. The blackout was met with surprise by industry watchers as Bottega Veneta's Instagram account alone had 2.5 million followers, making it a haven for lucrative influencer-based marketing.

Abrupt breakup

The fashion and leather goods maker has not made public comments on its exit from social media.

However, speculation in media reports suggests that the abandonment of a public social media profile might have been engineered by low-key creative director Daniel Lee.



The Bottega Veneta Facebook account has been scraped of all content, but is still live.

Brands still spend millions of dollars on influencer marketing, but a recent report found that brands are proceeding cautiously and rethinking marketing strategies to be more in tune with the current global context ([see story](#)).

In a sign of its independence, last year Bottega Veneta launched a new concept called the Bottega Residency on its Web site that offered content, entertainment, art and music on a weekly basis.

The idea behind the Bottega Residency was to engage site visitors on BottegaVeneta.com and keep them there to entertain and shop ([see story](#)).

Owned by Kering, Bottega Veneta had experienced strong growth during the third quarter of 2020 in the group's most recent available earnings report ([see story](#)).

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