

APPAREL AND ACCESSORIES

Bottega Veneta offers its take on New York literary symbol

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The Strand tote bag has served as an ultimate New York fashion symbol. Image credit: Bottega Veneta

By LUXURY DAILY NEWS SERVICE

Kering-owned Italian fashion house **Bottega Veneta** is veering towards literary in a new collaboration with a New York institution.

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The fashion house is releasing several reinterpretations of the iconic tote bag offerings from The Strand bookstore. The leather takes on the New York symbols are available at the SoHo kiosk and online through Sept. 15.

Literary chic

The Strand bookstore has served as a beloved New York hub for delightful reads and city culture since 1927.

Boasting its brand slogan that it offers "18 Miles of Books," The Strand is also known for its plethora of tote bags that have come in various patterns, colorways and sizes over the years always recognizable from the centralized circular large red logo highlighting the store's name.



A black and yellow tote that resembles The Strand's shopping bags. Image credit: Bottega Veneta

As the tote bag has served as an ultimate New York cultural fashion symbol, Bottega Veneta decided to collaborate with the bookstore, elevating the symbol to an even more chic level.

There are three Bottega Veneta x The Strand offerings, including an Intrecciato leather tote in ruffled black for \$3,114; a black and yellow large tote that resembles The Strand's shopping bags, retailed at \$2,089; and a sleek black leather tote for \$1,492.

Several luxury brands are continuing to tap into consumers' love of reading when contemplating new projects, collaborations and the like.

Last year, Italian fashion label Valentino is got bookish in the newest chapter of its Valentino Collezione Milano campaign.

"The Narratives" installment was crafted with the literary community in mind, as the maison partners with actor Emma Roberts's book club, Belletrist, in releasing its first text-only ad campaign. Valentino has given nine authors the opportunity to craft their own stories, all text-only and mentioning the brand, that nine bookstores across the United States will then put on display in their front windows, ultimately celebrating the house, literature and book lovers abound ([see story](#)).

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