



Bottega In London

Take a scroll through social media and it's evident that Bottega Veneta is still everywhere.

The Italian luxury brand soft launched what to expect ahead of creative director Louise Trotter's debut in September on the red carpet of the Venice Film Festival with the likes of brand ambassador Jacob Elordi, in a head-to-toe white number, and Luxembourgish-German actor Vicky Krieps in a black sculptural dress with leather trimmings.

There are more clues, starting with Bottega Veneta's La Tavola pop-up at Harrods running until Sept. 28.

The brand has taken over the exhibition windows at the department store in Knightsbridge to celebrate 50 years of its signature leather weave, Intrecciato.

True to Bottega Veneta fashion, the interiors of the pop-up have been inspired by the worktables of the Montebello ateliers

with splashes of materials including Italian wood, supple leather, concrete and soft leather Intrecciato seating. The walls are decorated with images from the brand's "Craft Is Our Language" campaign shot by Jack Davison.

The brand is maximizing its Intrecciato technique with an exclusive capsule collection of accessories and ready-to-wear pieces in emerald green and Barolo, a wine-like red.

Bottega Veneta's new fragrance collection, Mezzanotte, will also make its debut at Harrods with three new scents: Goodmorning Midnight, Almost Dawn and Hinoki.

"The pop-up space is really an expression of this timeless craft," said Leo Rongone, chief executive officer of Bottega Veneta, in an interview. "Harrods, with its own global reputation for luxury and its far-reaching

appeal to London locals and visitors alike, is an ideal home."

Rongone reiterated that as a brand without a logo, the Intrecciato has become the symbol of Bottega Veneta and its drive for craftsmanship.

"The 50th anniversary of the Intrecciato is really a double milestone – as we're also inaugurating a new creative chapter under Louise Trotter, honoring the craft's remarkable heritage and ushering in new interpretations under Louise's creative direction," he said.

Bottega Veneta hasn't stopped pressing the gas pedal.

On Tuesday morning, coinciding with the Harrods pop-up, the brand released its Campana tote campaign with brand ambassador Julianne Moore and model Vittoria Ceretti in the second installment of the "Craft Is Our Language" campaign series. – H.M.





Bottega Veneta's
La Tavola pop-up
at Harrods.