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Bottega Veneta

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The Impression Team   September 2, 2025

Review of Bottega Veneta 'Campana' Fall 2025 Ad Campaign by Creative Director of Agency Untitled Project with Photographer Jack Davison with models Julianne Moore, Terrance Lau, Vicky Krieps, Dave Freem, & Lauren Hutton

[Bottega Veneta's](#) Fall 2025 campaign arrives with elegant resolve, threading the final line in a three-month visual dialogue that has subtly prepared the stage for a new chapter under incoming Creative Director Louis Trotter. Anchored by the introduction of the Campana bag – a reimagined 2004 archival silhouette – the campaign distills the house's codes of movement, materiality, and artisanal clarity with both graphic restraint and emotional nuance.

Photographed and directed by Jack Davison, the campaign is part of the brand's ongoing "Craft is our Language" series, which for Fall includes a cross-generational, multicultural cast of icons and creators: Julianne Moore, Tyler Okonma (aka Tyler, the Creator), Vittoria Ceretti, Dave Free, Guo Jing Jing, Marcantonio Brandolini, Ritsue Mishima, and Yo Yang. Each is captured in quiet gestures and minimalist portraits, underscoring Bottega Veneta's belief in subtlety over spectacle. The focus isn't on transformation—it's on tactility, proximity, and presence.

The Campana tote is the campaign's visual and conceptual centerpiece: supple, sculptural, and soft-spoken in its luxury. Available in two sizes and rendered in smooth or Intrecciato leather, the bag features a new 15mm fettucce weave that heightens both

pliability and texture. By leaving the bag unlined, the house invites the wearer into a full appreciation of its construction—an intimate exposure of interior and exterior alike.

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This unspoken duality is a recurring motif. Whether it's Julianne Moore's poised stillness, Vittoria Ceretti's lyrical gestures, or Ritsue Mishima's quiet astonishment, each subject conveys something between pause and procession. Davison's lens and Paul Olivennes' art direction further this language with studied compositions that alternate between human intimacy and material expression: a face mirrored by hands, a tote poised in suspension, a weave that becomes a topography.

Choreographed moments—credited to Lenio Kaklea—weave gently into the campaign's rhythm, echoed in images of intertwined fingers, crossed hands, and framing gestures that speak to a kind of silent communication. There's a cerebral poetry at play here, one that favors slowness and sincerity over digital flash.

The styling by Robbie Spencer balances tailoring and texture, framing the woven leather as both garment and object. The mood is cohesive, warm but edited, precise yet natural. Hair by Sigi Kumpfmüller, makeup by Hiromi Ueda, and casting by Julia Lange contribute to the campaign's unfiltered humanity. Set design from Staci-Lee Hindley and Julia Wagner remains minimal but supportive, allowing each element to breathe.

Strategically, this campaign is Bottega Veneta playing its best card before a reshuffle. With Louis Trotter set to debut at Milan Fashion Week in September, the house smartly doubles down on its DNA—celebrating the iconic bags, leather goods, and artisanal know-how that define its foundation. There's no pivot here. Just a confident pause.