



BEAUTY

Bottega Veneta's Fragrances Launch At Bergdorf Goodman

- It's the first retail partnership for the beauty brand, which debuted to much fanfare in 2024.

BY JAMES MANSO

Bottega Veneta's beauty business has its first retail partnership.

The range of fragrances, which launched in 2024 after Kering created its beauty division in early 2023, has launched with a perfume counter at Bergdorf Goodman.

The collection is comprised of Colpo di Sole, Come With Me, Acqua Sale, Déjà Minuit and Alchemie, which were masterminded by the brand's then-creative director Matthieu Blazy. Blazy, now set to have a debut of his own at Chanel in coming weeks, drew inspiration from Bottega Veneta's Venetian roots with the range.

The counter follows suit, taking cues from Venetian lagoons, Murano glass, Verde Saint Denis marble and Italian walnut wood.

"This very first wholesale opening for Bottega Veneta's collection of fragrances marks a milestone in the development of the House's beauty universe as well as in Kering Beauté's journey," said Raffaella Cornaggia, chief executive officer of Kering Beauté, in an email. "With this exceptional counter, we are bringing the house's distinctive identity to life through a fragrance experience rooted in craftsmanship, creativity and Italian savoir-faire. It also represents a new meaningful entry point into Bottega

Veneta's universe and reflects our long-term strategy: to build high-end beauty that extends the narrative of each house, and celebrates excellence, innovation and attention to detail at every touchpoint."

Fragrance is still the hottest category in the U.S. prestige market, per reported Circana data. In the first half, it grew 6 percent.

"Kering Beauté is proud to open its first dedicated Bottega Veneta fragrance counter at Bergdorf Goodman, an iconic setting that reflects the elevated products and experiences we aim to be known for," said Alexandre Choueiri, CEO and president of Kering Beauté for the Americas. "From the counter's architectural design to the distinct compositions of each scent, this space invites visitors on a sensory journey that captures the spirit and artistry of Bottega Veneta."

There is more to come from the brand's partnership with Bergdorf. "Bottega Veneta's fragrances embody an exquisite fusion of artistry and craftsmanship," said Yumi Shin, chief merchandising officer at Bergdorf Goodman. "We are honored to celebrate this partnership with Bottega Veneta by introducing a fragrance counter that creates a highly immersive setting, celebrating the world of Italian craft and expertise, with more to come this fall."



