

BOTTEGA VENETA

MEN'S FALL-WINTER 2012/2013

For Fall-Winter 2012/2013, Bottega Veneta presents a series of taut, composed looks that combine precise proportions with a lean, sinewy silhouette. Shapes are close to the body, with narrow shoulders, tapered sleeves, and pants cut to elongate the line of the leg. Shoes are integral to the look, designed to extend the long, straight silhouette.

The exacting composition of each look conveys a rigor that is underscored by a rich, dark palette anchored in black, espresso, navy, tourmaline, and blue-green Bering. Deep shades of maroon, plum, and gray add dimension while neutrals like Gainsborough, a muted gray-beige, provide contrast. Classic men's wear fabrics and combinations suggest historical inspirations that have been abstracted, now several degrees removed from the source. Patterns are traditional in origin, unusual in execution, as in overprinted micro-checks and exceptionally subtle stripes and herringbone. There are worsted and woolen fabrics of varying weights, sturdy cotton twill and denim, and knits ranging from merino and alpaca to cashmere. Exclusive washes and innovative finishes characterize the leathers in the collection, including nappa, goatskin, buffalo, and Crosta suede.

Bags are soft, roomy, and easy, with the unstudied sophistication of pieces designed for practical ends. Sharp, slim ties enhance the vertical aspect of the silhouette. Then there are the shoes, which are long, high, and handcrafted of unusual mixes of materials and colors.

"We took a different approach this season, exploring a look that is completely designed from the shoes to the jacket," explains Creative Director Tomas Maier. "For this to work, every proportion must be perfectly calibrated, not just the breadth of the shoulder and the length of the jacket but also the width of the sleeve, the length of the fly, and the shape of the shoe. It's a very buttoned-up look, but with room for individual interpretation."

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Discretion, quality, and craftsmanship – Bottega Veneta has created a new standard of luxury since its founding in Vicenza in 1966. Steeped in the traditions of Italy's master leather craftsmen and long celebrated for its extraordinary leather goods, Bottega Veneta has recently emerged as one of the world's premier luxury brands. The company's famous motto, "When your own initials are enough," expresses a philosophy of individuality and confidence that now applies to a range of products including women's and men's ready-to-wear, fine jewelry, furniture, and more.

While Bottega Veneta continues to grow, the qualities that define it are unchanging: outstanding craftsmanship, innovative design, contemporary functionality, and the highest quality materials. Also constant is Bottega Veneta's commitment to its ateliers, where artisans of remarkable skill combine traditional mastery with breathtaking innovation. Indeed, there is an unusual and inspired collaboration between artisan and designer at the heart of Bottega Veneta's approach to luxury, symbolized by the house's signature intrecciato woven leather. In the summer of 2006, in recognition of the importance of artisanal craftsmanship and the fragility of this traditional way of life, Bottega Veneta opened a school to train and support future generations of leather artisans.

The most recent chapter in Bottega Veneta's history began in February 2001, when the company was acquired by PPR Luxury Group, formerly known as Gucci Group. Creative Director Tomas Maier came on board in June of that year and presented his first collection, Spring-Summer 2002, to immediate critical acclaim. From the start, the house's sensibility was refined, sensuous, and intensely personal, designed for a customer who is sophisticated and self-assured. In the years since, Bottega Veneta has introduced exciting additions to the collection, including fragrance, fine jewelry, a watch, furniture, and home accessories, while continuing to offer an exclusive and coveted assortment of ready-to-wear, handbags, shoes, small leather goods, eyewear, luggage, and gifts.

Distribution of Bottega Veneta products is global, encompassing Europe, Australia, Asia, North and South America, where wholesale distribution in select specialty and department stores is complemented by a growing number of Bottega Veneta-owned boutiques. These boutiques, designed by Tomas Maier and meticulously constructed to Bottega Veneta's exacting standards, allow the customer to shop in complete luxury, privacy, and comfort. They are, like the products they showcase, a reflection of Bottega Veneta's exceptional heritage and superlative quality.

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