



BOTTEGA VENETA

A contemporary campaign proposal for Bottega Veneta, combining immersive experience and product innovation through modern luxury
Condensed Portfolio version of Original Project

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Brand Context

BOTTEGA VENETA

Defined by restraint rather than visibility, Bottega Veneta reimagines luxury through subtlety, craftsmanship, and emotional depth.

Quiet luxury – subtle, logo free identity

Italian craftsmanship and material excellence

Timeless design focused on longevity

Individuality through personal expression

Innovation rooted in tradition and sustainability

Image reference: Bottega Veneta, campaign image "craft is our language"



BOTTEGA VENETA

Creative Concept

The proposal introduces a hybrid campaign combining a curated vintage market experience with the launch of an innovative antibacterial luxury product.

The concept is expressed through both a physical event experience and a visual campaign

The Bottega Series Vintage Market reimagines resale as an exclusive and immersive brand experience, allowing customers to engage with heritage pieces while reinforcing sustainability and longevity.

Alongside this, the Antibacterial Purse introduces a discreet layer of hygiene focused innovation. Designed for everyday interaction, the interior subtly reduces bacteria through contact, offering a refined sense of cleanliness within a luxury object.

Together, the concept positions Bottega Veneta at the intersection of heritage, sustainability, and future oriented luxury, merging craftsmanship with evolving consumer needs.

Designed to cleanse upon contact within the bag



Target Audience & Market Insight

Target Audience

Affluent, culturally engaged individuals aged 25–45+, with a strong appreciation for craftsmanship and understated luxury.

Value quality over quantity, favouring investment pieces over trend-driven consumption.

A refined, global lifestyle centred around art, design, travel, and culture.

Purchasing behaviour is intentional and selective, driven by authenticity, exclusivity, and long-term value.

Market Insight

Bottega Veneta operates within the “quiet luxury” segment, where understatement replaces overt branding.

The brand appeals to consumers seeking discretion and individuality, positioning itself through craftsmanship, material excellence, and controlled visibility.

Selective distribution and minimal communication reinforce exclusivity and long-term brand value.

Image reference: Matteo Canestraro, Bottega Veneta Dinner, Venice, 2022



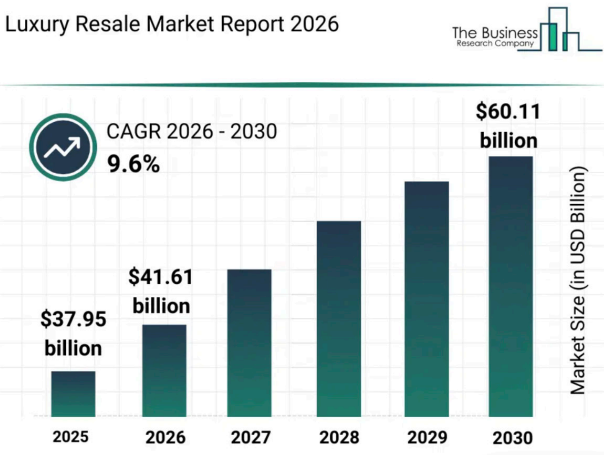
Trend Insight

The campaign is informed by emerging shifts in luxury consumption where sustainability and wellbeing are redefining how value is perceived.

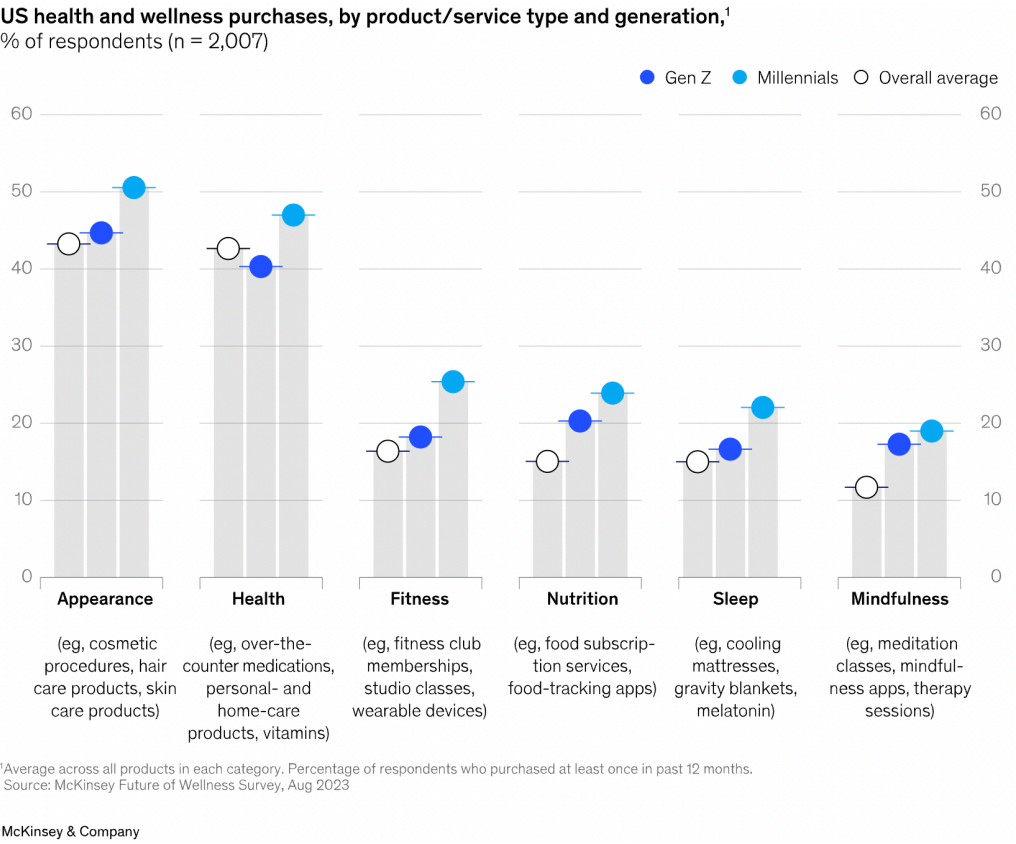
Sustainability & Resale

Luxury consumers are increasingly engaging with circular models, valuing longevity and curated ownership.

Resale is no longer a compromise – but an extension of luxury, where heritage pieces gain renewed value.



Together, these shifts redefine luxury as a balance of sustainability, innovation, and timeless craftsmanship.



Health-Conscious Luxury

Post-pandemic behaviour shifts towards hygiene, wellbeing, and functional innovation.

Luxury is evolving beyond aesthetics, integrating features that support everyday life and wellbeing.

Health & Well-Being Trend

Future focus on antiviral & antibacterial fabrics

A future-focused direction for Bottega Veneta explores discreet antibacterial technology integrated within the interior of luxury handbags.

Responding to the growing demand for wellness-conscious design, the concept combines innovation, functionality, and understated luxury through invisible protective materials embedded within the bag's lining.

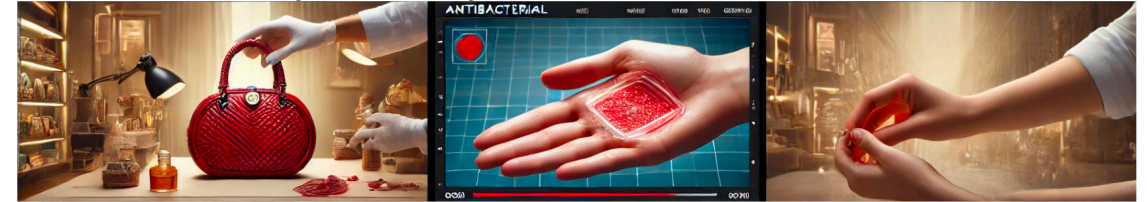
Rather than visible technology, the innovation remains subtle and seamlessly integrated, aligning with Bottega Veneta's refined and heritage-driven identity.

The Antibacterial Purse launches exclusively at the “Bottega Series” Vintage Market before a wider public release.



1-Purse in handcraft.

2-Antibacterial Materials are Designed Inside of the Bag.



3-Purse in Use. City Scroll - Bacteria - Touching Inside The Bag - Cleaner Hands - Products In Bag Stays Clean.



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Bottega Series Vintage Market + Antibacterial Purse Launch

A hybrid campaign concept combining immersive brand experience with future-focused product innovation.

Hosted at Castello di Roncade near Milan, the annual “Bottega Series” Vintage Market celebrates Italian craftsmanship, sustainability, and curated second-hand luxury. Located only a few hours from Milan, one of the world's leading fashion capitals, the setting strengthens the campaign's connection to the heart of the Italian fashion industry and luxury culture.

Alongside the event, the exclusive Antibacterial Purse launches through a limited early-access release available only to invited guests.

To maintain intimacy and exclusivity, attendance is limited to 200 existing – Bottega Veneta clients invited through personalised email and physical invitations.

Ticket Price – 100 euro – An accessible luxury price point designed to reward loyal clientele while preserving the premium positioning of the experience.

Campaign Experience

The campaign is centred around the Bottega Series Vintage Market, an exclusive annual summer event designed to immerse customers in the brand's heritage and craftsmanship.

Hosted in an intimate Italian setting, featuring curated vintage pieces and access to archive collections

Includes a recycling initiative, reinforcing longevity and sustainability

€100 Ticket Price

Set at an accessible level as a gesture of appreciation towards Bottega Veneta's loyal clients, while encouraging engagement with the event experience.

Limited 200 Guests

Selected from Bottega Veneta's most loyal clients and key cultural figures.

Limited capacity ensures

- Intimate, refined environment
- Personalised experience
- Maintained exclusivity and premium positioning

The Antibacterial Purse is launched within this setting, allowing guests to experience and purchase the product prior to its public release.



An immersive Italian setting rooted in craftsmanship and heritage



Campaign Details

Event Structure

Annual summer event hosted in Italy

Exclusive guest list (200 attendees)

Private invitation via email and physical mail

Experience Design

Curated vintage Bottega Veneta pieces

Archive collections available for purchase

Recycling initiative for existing items

Limited-edition Antibacterial Purse launch

Atmosphere & Setting

Intimate Italian courtyard environment

Focus on craftsmanship, heritage, and community

Food & drinks inspired by Italian culinary tradition

Soft live music creating a refined, immersive atmosphere

Key Features

Product testing and early access

Conversations, Q&A, and social interaction

Personalised and community-driven experience

Carefully curated to maintain exclusivity and strengthen community engagement.





1-Arrival at the Venue - leading into the luxurious villa



2-Inside the Vintage market, garden location, curated Bottega displays & recycling Program station.



3-Antibacterial Purse display

Storyboard Bottega Veneta Series, Vinatage Market

4-Q&A about the Purse, Visitors can test the antibacterial technology



5-Italian Culinary Experience



6-Italian Music & Entertainment



7-Photo area



8-Artists & Celebrities promoting the event through social media

Visual Direction

Visual Analysis – Bottega Veneta

- To create campaign visuals for the marketing campaign



Outside Location – Movement – Artistic



Leather gloves – fall 2024 runway detail



Gender Fluid – Tie – Contrast



Red Accent With Neutrals – Leather

Visual language

Natural light, contrast, tactile textures, minimal composition, bold accent colour.

Direction & execution

The imagery is set in natural outdoor locations, creating contrast between fashion and environment.

Posing is confident, playful and slightly unconventional, balancing strength with an effortless attitude.

Styling focuses on leather textures, clean silhouettes and a bold red accent, creating a refined yet expressive visual identity.

Campaign Rollout

The campaign follows a selective and minimal communication strategy, reflecting Bottega Veneta's quiet luxury positioning.

Before the Event

Exclusive email & physical invitations

Minimal Instagram teaser (image + date only)

Short cinematic Instagram Story

During the Event

Limited, curated Instagram Stories

Shared by selected collaborators

After the Event

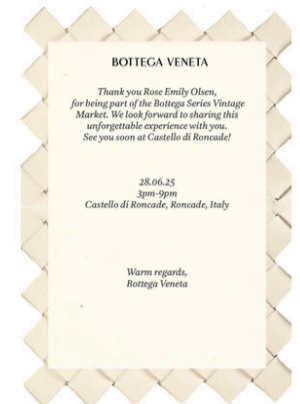
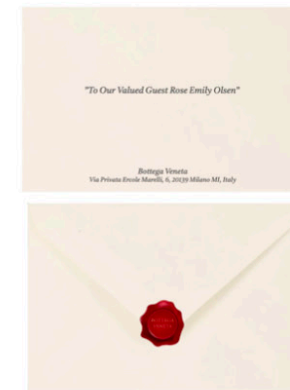
Cinematic short film

Selected Instagram post

Physical invitation delivered in signature Intrecciato paper



Website teaser



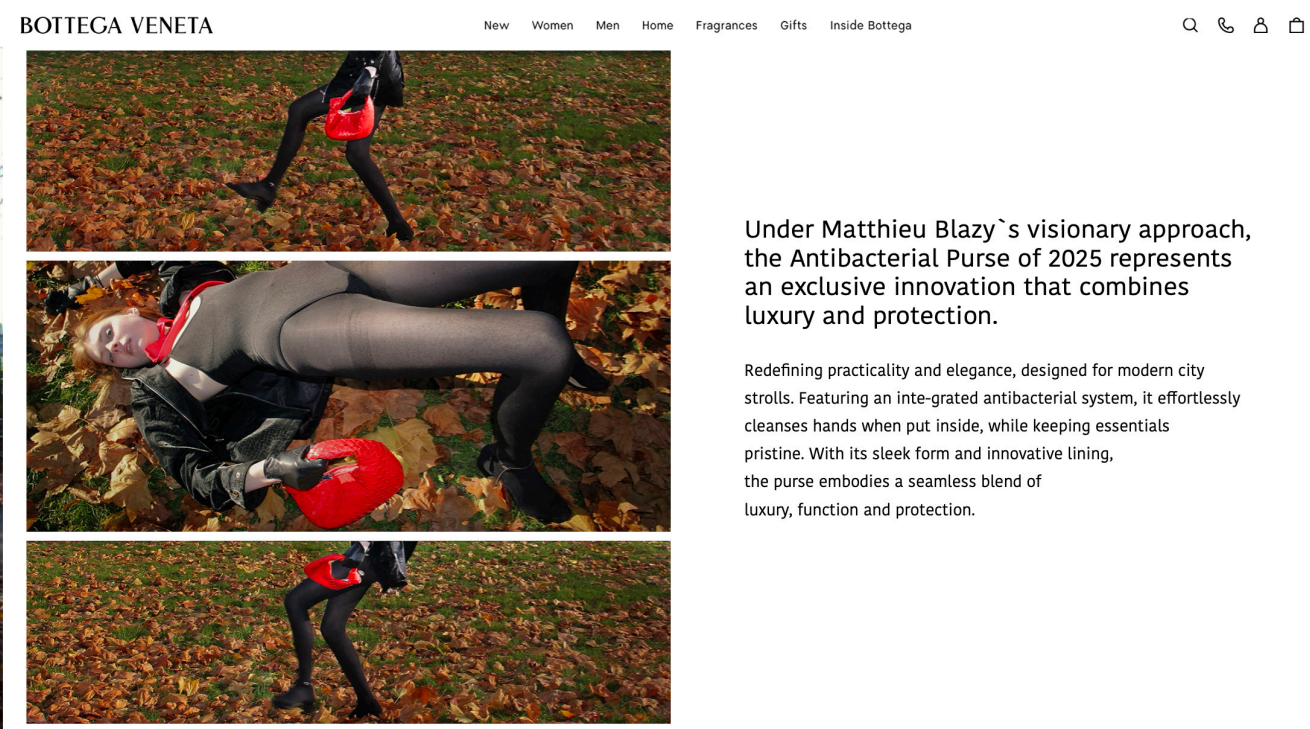


Final Visual Outcome





Campaign Application



Under Matthieu Blazy`s visionary approach, the Antibacterial Purse of 2025 represents an exclusive innovation that combines luxury and protection.

Redefining practicality and elegance, designed for modern city strolls. Featuring an inte-grated antibacterial system, it effortlessly cleanses hands when put inside, while keeping essentials pristine. With its sleek form and innovative lining, the purse embodies a seamless blend of luxury, function and protection.

The visual outcome is translated across digital platforms, maintaining a consistent and minimal aesthetic aligned with Bottega Veneta`s communication style.



Marketing Strategy

The campaign reflects Bottega Veneta's selective approach to communication, focusing on exclusivity, emotional connection and restrained digital visibility rather than traditional mass marketing techniques.

By limiting online exposure and prioritising carefully curated content, the campaign reinforces the brand's quiet luxury positioning while encouraging audience curiosity and organic engagement.

Rather than relying on constant promotion, the strategy creates value through scarcity, atmosphere and emotional storytelling.

Consumer Psychology

The campaign appeals to modern luxury consumers seeking authenticity, craftsmanship and meaningful experiences within an oversaturated digital environment.

The nostalgic visual language, intimate event setting and selective social media presence encourage consumers to associate Bottega Veneta with emotional memory, cultural sophistication and exclusivity.

This strengthens long-term brand perception while maintaining the house's heritage-driven identity.



Scarcity — Emotional Branding — Quiet Luxury — Exclusivity

Brand Impact

The campaign positions Bottega Veneta as a luxury brand that balances innovation with heritage, combining contemporary antibacterial technology with artisanal craftsmanship and understated design.

The selective marketing approach differentiates the campaign from conventional luxury advertising by prioritising emotional engagement and community-driven experience over excessive visibility.

Commercial Relevance

The antibacterial purse responds to growing consumer interest in functionality, hygiene-conscious design and luxury products with practical value.

By launching the product through an exclusive cultural event before a wider public release, the campaign increases desirability while reinforcing Bottega Veneta’s premium positioning.

The combination of physical experience, digital storytelling and limited exposure encourages organic social media discussion and long-term campaign memorability.

In Conclusion

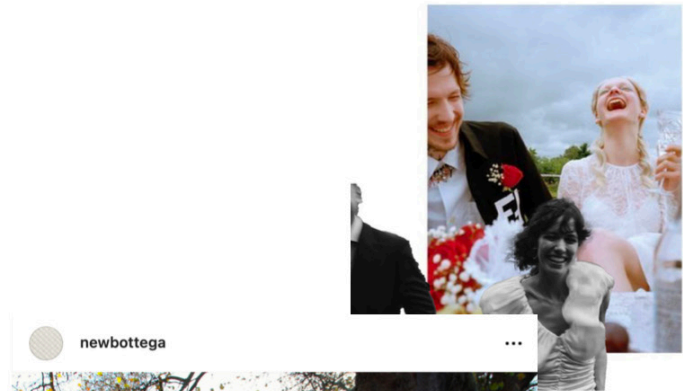
The campaign reinforces Bottega Veneta’s heritage, innovation and quiet luxury positioning through a selective and emotionally driven marketing approach.

The “Bottega Series” Vintage Market strengthens customer loyalty by combining Italian craftsmanship, sustainability and personalised luxury experiences, while the Antibacterial Purse introduces a forward-thinking response to evolving consumer needs.

Together, the campaign balances exclusivity, cultural storytelling and innovation, positioning Bottega Veneta as a contemporary luxury brand rooted in both heritage and future-focused design.



A nostalgic post-event short film capturing the atmosphere, intimacy and craftsmanship of the “Bottega Series” Vintage Market.



References & Credits

All campaign concepts, photography, creative direction, and written content by Malin Elisabeth Olsen.

Reference imagery sourced from Pinterest and archival fashion campaigns for conceptual inspiration only.