

BOTTEGA VENETA

BOTTEGA VENETA INTRODUCES SPRING-SUMMER 2014 SUNGLASSES

Starting the new season with modern elegance, Bottega Veneta introduces the latest addition to the brand's eyewear collection. Meticulously crafted from the finest quality materials, these distinctly feminine sunglasses are a reflection of the excellence that characterizes the Bottega Veneta brand, uniquely combining superior functionality with timeless design.

These striking butterfly shaped women's sunglasses, inspired by the definitively enduring 50's silhouette, explore new possibilities of material and volume that result in beautiful proportions. The distinctive frames subtly feature signature elements of Bottega Veneta, including the intrecciato motif accenting the metal core of the temples, as well as the photoengraved butterfly and studs detailed on the temple tips.

The result of exceptional handmade techniques, the acetate frame is enhanced by a subtle color-blocking effect, skillfully creating refined contrasts in blue/grey with green as well as in the refined transparency of brown with red. In addition, the sunglasses are available in the classic shades of mottled havana with brown lenses and dark grey with brown lenses, highlighting the effortless and elegant modernity of the fine architectural lines.

The new sunglasses (style B.V. 269/S) are available in Bottega Veneta boutiques, high-end opticians and quality department stores worldwide from January 2014.

The Bottega Veneta collection of sunglasses and optical frames is produced and distributed by the Safilo Group.

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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 Kering, 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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