

BOTTEGA VENETA

FALL-WINTER 2014/2015 EYEWEAR COLLECTION

This season, Bottega Veneta enriches its sophisticated eyewear collection with new sunglasses and optical frames that highlight the brand's unique aesthetic. New styles feature subtle signatures of the brand including the Intrecciato motif, interpreted through sculpted texture on the temples or skilfully lasered on precious leather and on the photoengraved studs. The introduction of flash mirror lenses offer additional options to select styles, complimenting the refined palette. Made from the finest quality materials, the new eyewear features the superb craftsmanship, versatility, and timeless elegance that define the Bottega Veneta brand.

LEATHER INTRECCIATO



MOD. B.V. 290/F/S

These seductive women's acetate sunglasses feature a delicate butterfly shape, embellished with metal temples sheathed in leather that continues on the front to gracefully frame the lenses. Meticulously realized through a refined laser technique, the leather is subtly enhanced with the iconic Intrecciato motif. Available in dark grey and Havana honey with brown leather, as well as burgundy and dark violet with black leather.



MOD. B.V. 285/F/S

Characterized for their classic aviator shape, the temples of these metal framed sunglasses are enhanced with leather that has been carefully lasered to create the Intrecciato pattern. Underlining the clean, pure design, the palette includes shades of brown and antique silver with black leather, as well as brass with brown leather.

SCULPTED INTRECCIATO SIGNATURE



MOD. B.V. 287/F/S

With a squared silhouette, these acetate sunglasses are accented with a slim metal bridge on the front, and are finished with extra-light titanium temples skilfully sculpted with the Intrecciato motif. The color palette includes shades of black, Havana/black and Havana paired with polarized lenses ensuring the highest quality of vision.



MOD. B.V. 280/S and B.V. 283

The oversize sunglasses and the sophisticated cat-eye optical frames feature sculpted temples embellished with the iconic Intrecciato motif. Natural shades of red, opal grey, opal green, Havana and black serve to emphasize the elegance of each silhouette.



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ICONIC DETAILS



MOD. B.V. 277/S and B.V. 281

These women's acetate sunglasses and optical frames are softly rounded in shape, while slim and light-weight in design. Subtle metal studs decorate the front, engraved with the Intrecciato motif as in Bottega Veneta's timeless jewelry. The signature woven pattern is also chiseled on the temples' metal core, appearing through the transparent hues of rust, green, cyclamen, and blue as well as in classic shades of dark grey and Havana honey. The sunglasses feature shaded or mirror lenses, a new addition to the eyewear collection.



MOD. B.V. 293/F

These versatile square optical frames are enriched by a metal detail that has been engraved with the Intrecciato motif. Offered in classic hues, such as black/dark grey, Havana/green and dark Havana.

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

Safilo Group HQ Communications Department

Milan - t 39 02 76020154

Padua - t 39 049 6985459

e-mail: pressoffice@safilo.com

www.safilo.com

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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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PRESS CONTACTS

ITALY Via Privata Ercole Marelli 4/6 20139 Milano Italy
GERMANY t 39 02 700 60 611 f 39 02 700 60 612
SWITZERLAND ChiaraVirginia.Rimoldi@ch.bottegaveneta.com
AUSTRIA

UK 15 Old Bond Street London W1S 4PR
t 44 207 201 5080 f 44 207 207 5092
Violet.Vonwestenholz@uk.bottegaveneta.com

FRANCHISEE 15 Old Bond Street London W1S 4PR
t 44 207 201 5080 f 44 207 207 5092
Petrina.Nystrom@uk.bottegaveneta.com
Michelle.Castellani@uk.bottegaveneta.com

FRANCE 12 Avenue Montaigne 75008 Paris
BELGIUM t 33 1 53 57 89 79 f 33 1 53 57 89 80
SPAIN Almudena.Roca@fr.bottegaveneta.com
Andrea.Redolfi@fr.bottegaveneta.com

US 685 Fifth Avenue New York NY 10022
BRAZIL t 1 646 292 5825 f 1 646 292 5890
MEXICO Joshua.Gaynor@us.bottegaveneta.com

JAPAN Ginza Marronnier Building 5F 2-5-14 Ginza Chuo-ku Tokyo 104-0061 Japan
t 81 3 5524 3680 f 81 3 5524 3692
Yuko.Oshima@jp.bottegaveneta.com

HONG KONG Suite 2401-4 Tower 2 Times Square 1 Matheson Street Causeway Bay Hong Kong
t 852 2839 9581 f 852 2506 3686
Belinda.Lee@hk.bottegaveneta.com

CHINA Suite 3201-3206 Hang Lung Plaza Phase II 1266 Nanjing West Road Shanghai China 200040
t 86 21 6288 2000 ext. 344 f 86 21 6288 3006
Angela.Zhou@cn.bottegaveneta.com

KOREA 4F Idem Bldg 99-23 Chungdam-Dong Gangnam-Gu Seoul Korea
t 82 2 3438 7680 f 82 2 515 5736
Ariel.Im@kr.bottegaveneta.com

TAIWAN 12F No. 35 Lane 11 Kwan-Fu North Road Taipei 105 Taiwan
t 886 2 2748 9277 ext. 270 f 886 2 2528 2592
Cherrie.Hu@tw.bottegaveneta.com

SINGAPORE 390 Orchard Rd. #04-01 Palais Renaissance Singapore 238871
MALAYSIA t 65 6233 2868 f 65 6836 7525
Andre.Hendrata@sg.bottegaveneta.com

AUSTRALIA Level 26 201 Elizabeth St Sydney NSW 2000 Australia
t 61 2 8218 1705 f 61 2 9283 6093
Juliet.Poulet@au.bottegaveneta.com