BOTTEGA VENETA UNVEILS NEW STORE CONCEPT ON MADISON AVENUE

New York City — Bottega Veneta is pleased to announce the opening of a new store at 849 Madison Avenue in Manhattan. The store, Bottega Veneta's second in New York City, represents the next step in the brand's retail growth and features an entirely new approach to the shopping experience. This new concept, developed for cities in which Bottega Veneta has an established presence, consists of specialized stores tailored to specific customers and particular neighborhoods. On Madison Avenue, that means an elegant boutique offering a precisely edited selection of only women's products, including designer handbags, small leather goods, ready-to-wear, shoes, fashion jewelry, accessories, sunglasses, and fragrance. The new shop measures 2000 square feet.

For Bottega Veneta Creative Director Tomas Maier, the opening of customized women's and men's stores is a natural result of the company's growth over the past decade. "Bottega Veneta's product range is now broad enough that we can be more specialized in how we approach our customer," he explained. "In cities where the brand is well defined, we can offer customers the choice of a more intimate shopping experience, in their own neighborhood, in a store where the products have been selected especially for them."

The interior of the new store was conceived and designed by Mr. Maier to center upon the idea of lightness. This notion was explored conceptually through the use of new materials and finishes and the creation of new design elements. The goal was an evolution of the brand's existing identity, an interior suffused with light and translucence that retains the characteristic serenity, luxury, and warmth of the Bottega Veneta shopping experience.

As in all Bottega Veneta stores, every element of the interior, from the handcrafted vitrines to the door handles sheathed in leather, has been custom made. Notable design features include walls covered with suede; mohair furniture upholstery, and custom-dyed, pure New Zealand wool carpets. American oak, dark ivory Dolomite marble, and bronze-tinted glass illuminate the space, adding brightness, clarity, and texture. Matte black and warm gray metal lend a muted glow to fixtures. Fabrics range from linen, microfiber, and mohair to raso di satin and suede, all in soft, luminous shades of gray and light brown like Flagstone, Roccia, Argile, and Dakar.

"The new store has the feel of an intimate European boutique," said Mr. Maier. "When you enter, you encounter a complete silhouette. You see what you want and need to get dressed, from clothes and jewelry to shoes and handbags. This is how many of our customers prefer to shop, and I'm pleased to be able to offer them a more personalized shopping experience."

"The Madison Avenue store marks a new level of sophistication in the way we present the Bottega Veneta brand," says Marco Bizzarri, President and CEO of Bottega Veneta. "On Fifth Avenue we have a flagship that showcases the complete collection, and on Madison Avenue we have a boutique dedicated to a specific customer in the neighborhood where she lives and shops. This opening not only highlights our commitment in further developing the brand in markets where we are well established, but additionally reflects a strategy even more focused on the customer, enhancing our ability to provide them with an even more optimal luxury shopping experience in markets where the circumstances are right."

To visit our new store: 849 Madison Avenue, New York, NY t 212 879 4182

For more information, please contact:
t 646 292 5825
Joshua.Gaynor@us.bottegaveneta.com
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 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.