

**ENRIQUE FERNANDEZ
ZEKA**

**FB COMMUNICATION &
NEW MEDIA**

CLASS 2

BOTTEGA VENETA

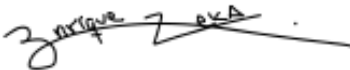
TWILIGHT IN VENICE



THE NEW ZERO WASTE CAPSULE COLLECTION

(Bottega Veneta, 2019)

Coursework submission sheet
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Programme	Fashion Business Communication & New Media
Unit	Emotional Branding
Term	Term 1
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Deadline of the submission	4/01/2021
Signature	

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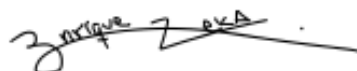
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EXECUTIVE SUMMARY

THE AIM OF THIS REPORT IS THAT TO CONFER A DISTINCT UNDERSTANDING OF HOW THE BRAND BOTTEGA VENETA COULD EXPAND ITS MARKET AND APPEAL TO YOUNGER GENERATIONS BY THE CREATION OF A NEW ZERO WASTE CAPSULE COLLECTION. AND THUS, AN INTENSIVE ANALYSIS OF THE BRAND AUDIT (PEN PORTRAIT, DIGITAL PEN PORTRAIT, PRODUCT COMPETITOR ANALYSIS, BRAND INVENTORY, HERITAGE AND HISTORY, BRAND'S EQUITY, BRAND'S ELEMENTS, COMPETITOR ANALYSIS. FURTHERMORE, BOTTEGA VENETA'S DNA, PERSONALITY IDENTITY, ARCHITECTURE, LEVERAGE, POSITIONING AND LICENSING) WILL ALSO BE STUDIED. THE NEW COLLECTION STRATEGY WILL BE SCRUTINIZED, WITH AN OUTLINE OF THE PYRAMID OF THE OFFER (ALONG WITH A RATIONALE), 5 OBJECTIVES (APPLYING THE RACE AND AIDA MODEL), DIGITAL BRANDING RECOMMENDATIONS AND A DESCRIPTION OF THE NEW BRAND EXTENSION CUSTOMER: GEN Z. THE EXECUTION WILL DEPICT HOW THIS COLLECTION WILL BE PROMOTED, FOCUSING ON CSR CORE VALUES (WITH THE CREATION OF 11 INSTAGRAM POSTS, 3 TWITTER MESSAGES AND 2 CONCEPTS OF THE NEW LANDING PAGES). FINALLY, CONCLUSIONS WILL BE PROVIDED IN ORDER TO AMELIORATE BOTTEGA VENETA'S VISUAL AND EMOTIONAL BRANDING.

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INTRODUCTION

This report is written to intent the deep understanding of how the luxury Italian firm Bottega Veneta could expand its target market by introducing a Zero Waste, Womenswear SS22 capsule collection. As well as how its promotional campaign would directly linl to the core values of CSR within the business.

The United Nations Sustainable Development Goals become detrimental for the whole campaign as it will focus on the main topics of: Gender Equality, Decent work and economic growth, sustainable cities and communities and life below water.

It will all circle around the value of craftsmanship and tradition, along with its international expansion. Being the city of Venice, the epicenter of the collection; both: inspirational wise as well as the physical showcase of it.

Clean water will become the other crucial CSR component: venetian canals are experiencing a surge of crystal-clear water after decades. Bottega Veneta will partner up with the local venetian government in order to not only maintain an environmentally healthy underwater ecosystem, but to expand the knowledge of the venetian heritage worldwide.

This capsule collection will act as a tribute to the Murano glass artisans, to maintain a sustainable economic growth as well as to preserve a clean and hygienic canal atmosphere.

Following McKinsey's new report, sustainability will be the core essence for the next 5 years. People will start thinking about quality and how the garment was created, and what better way to expand on these notions that with this report.

RESEARCH METHODOLOGY TABLE

<u>Objectives</u>	<u>Primary research</u>				<u>Secondary research</u>
	Online Survey	Focus group	Interviews with Industry Speakers	Observations	Books, articles, journals, online resources...
Target Market		✓	✓		✓
Competitor Analysis				✓	✓
Heritage + History			✓	✓	✓
Brand equity, personality, DNA, architecture, identity, leverage.	✓		✓	✓	✓
CSR Strategies	✓	✓	✓		✓
Online Strategy				✓	✓
Online Execution	✓		✓	✓	✓

A photograph of a white luxury yacht against a clear blue sky. The yacht's superstructure is visible, including a white radar dome and various antennas. In the lower part of the image, a woman in a black swimsuit and sunglasses stands on a deck, leaning on a metal railing. The overall scene is bright and sunny.

1.

BRAND

AUDIT

(Bottega Veneta, 2019)

PEN PORTRAIT



(World Press, 2016)

- **NAME:** Ludovica Tripoli
- **NATIONALITY:** French, Italian
- **AGE:** 35
- **CURRENT COUNTRY OF RESIDENCE:** Paris, France
- **OCCUPATION:** Lawyer
- **STYLE:** Delicate, sophisticated, feminine, classic.
- **FAVOURITE BRANDS:** Tom Ford, Givenchy, Trussardi, Dior.
- **PERFUME:** Escada di Portofino.
- **SOCIAL:** Attend diplomatic parties, present in the fashion industry as an icon: attend fashion shows.
- **HOBBIES:** Gastronomy, travel, reading.
- **FAVOURITE CITIES:** London (UK), Chicago (U.S), Tokyo (Japan).
- **DRINKING:** Champagne, Gin, Beer.
- **READING:** Greek Classics: Ovid's Metamorphosis, The Aenid... Crime and Punishment (Fiodor Dostoyevski). Fiction: crime – John Grisham series.

Bottega Veneta's current female target customer constitutes a middle age person (mid-late Millennial) who is highly sophisticated. She is 'effortlessly elegant' and does not need logo recognition in order to express her passion for fashion. She would rather prefer a discreet and subtle feature design, as well as a comfortable lifestyle.

(CMO Bottega Veneta, Dario)

DIGITAL PEN PORTRAIT



(Monica Anoz, 2020)

- **NAME:** Adriana Di Moze
- **NATIONALITY:** 50% Spanish, 50% Italian
- **AGE:** 23
- **CURRENT COUNTRY OF RESIDENCE:** Firenze, Italy – Ibiza, Spain.
- **OCCUPATION:** Journalist
- **STYLE:** Classic yet modern, eloquent, bold, seductive.
- **FAVOURITE BRANDS:** Gucci, Saint Laurent Alexander Wang, Prada.
- **PERFUME:** Paula's by LOEWE.
- **SOCIAL:** Attend new store openings, book launches, several film festivals: San Sebastian, etc.
- **HOBBIES:** Filmography, knows how to sing.
- **FAVOURITE CITIES:** Milan (Italy), Madrid (Spain), New York (U.S), Hong Kong.
- **DRINKING:** Aperol Spritz, Moscato frizzante, bloody mary.
- **READING:** Vogue (Business), Harper's Bazaar, The Impression, Allure, Time Magazine. Books: fiction: Dear John (Nicholas Sparks), crime: The Guest List (Lucy Foley).

On the other hand, the Zero Waste SS22 capsule collection will incline towards a completely different customer; playful, lively without losing her elegance and passion for fashion.

She resides under the demographic of Generation Z. She is a digital native who is constantly surfing the internet and sharing her 'remarkable' life.

She is an adventurous and distinct individual who never closes to new opportunities.

PRODUCT COMPETITOR ANALYSIS

LEATHER BAGS

BOTTEGA VENETA				
				
£ 2,800	£ 2.170	£ 1,750.00	£ 1,640	£ 2.600

All bags have similar dimensions; around 22cm Height, 13cm Long, 30cm Width and are made using leather.

More brands are exploring the manual execution of the leather with an 'interlaced' aesthetic. Bottega was a pioneer for this 'intrecciato' technique back in the 80's.

(Bottega Veneta, History)

Bottega Veneta is, by far, the brand that better positions itself when it comes to the pricing of the handbags, constituting the highest in value.

SHOEWEAR: BOOTS

BOTTEGA VENETA				
				
£ 810	£ 1.220	£ 950.00	£ 930	£ 550

All boots selected have been crafted in leather and follow a similar aesthetic (ankle high, robust sole, etc).










Prada crowns itself with the most elevated price, followed by the French brand Givenchy, the Italian Versace, leaving Bottega Veneta on the 4th place.

Bottega's ankle boots are not as robust as the competitor's, thus, the decline in their price.



(Bottega Veneta, 2020)

EYEWEAR: SINGLASSES

BOTTEGA VENETA				
				
£ 285	£ 265	£ 275	£ 256	£ 280











The sunglasses main material is acetate, simulating a natural tortoiseshell finish.

Bottega sells the most expensive pair, closely followed by the Spanish firm Loewe and the French Maison Givenchy.

All are very similar in terms of pricing and aesthetic, however, Bottega veneta does usually position itself higher up the pricing pyramid.



DIGITAL COMPETITOR ANALYSIS

PLATFORMS	BOTTEGA VENETA	 PRADA MILANO	 GIVENCHY	 VERSACE	 LOEWE
	162 posts 2,500,000 followers 0 following ER: 0,35%	6072 posts 25,100,000 followers 6 following ER: 0,30%	178 posts 14,200,000 followers 1 following ER: 0,10%	6088 posts 22,400,000 followers 214 following ER: 0,55%	5116 posts 2,500,000 followers 181 following ER: 0,28%
	1 post 802,245 likes	4192 posts 7,015,377 likes	792 posts 2,772,056 likes	2337 posts 5,900,940 likes	3549 posts 643,689 likes
	N/A	1,303,521 followers 5 following Joined: February 2013	1,044,233 followers 1 following Joined: March 2011	4,879,146 followers 433 following Joined: September 2009	82,635 followers 38 following Joined: April 2011
	N/A	414 videos 186,001 followers 63,811,458 views	19 videos 70,400 followers 4,557,194 views	296 videos 234,000 followers 68,149,664 views	153 videos Private followers 17,313,341 views
	N/A	9 videos 173,800 followers 83,100 likes	6 videos 5126 followers 7342 likes	N/A	N/A – Private Account
	N/A	N/A	N/A	205,900 followers 46 following	18,100 followers 2 following

ER meaning: Engagement Rate (in %).

On the digital world the brands who have the strongest sense of community are both: Prada and Versace.

The Italian brands maintain a clear and cohesive narrative throughout all the social media platforms analysed.

Their content may differ from app to app, suiting it to the platform.

Nevertheless, Bottega Veneta's online presence is solid. However, it could be agreed that the brand urges further development; expansion to other social media channels as well as a higher customer interaction.

The audience requires continuous engagement and empathy towards a brand, so it is a pivotal point for Bottega to make these new changes.

BRAND INVENTORY

HERITAGE & HISTORY

1966

. A new luxury Italian brand was born in **Vicenza** (Northern Italy): Bottega Veneta, by the hand of two males: **Michele Taddei and Renzo Zengiaro**. The primary product at this time constituted leather goods.

. **“WHEN YOUR OWN INITIALS ARE ENOUGH”** - became the firm’s motto since the first moment.

1978

. Both creators: Zengiaro and Taddei left full control of the brand to Taddei’s wife: **Laura Moltedo**.

1980’s

. Bottega Veneta gained huge popularity. This decade became crucial for the brand’s legacy found nowadays. Celebrities such as **Andy Warhol** created a true hype for its products, ending up being a loyal customer and creating a short film for the business.

1990’s

. Bottega struggled with the logo craze/obsession and lost complete interest from the public. **Giles Dicon** was hired to reinvigorate the brand as well as to soar its fame.

2001

. The firm was acquired by conglomerate giant: **Kering** (formerly known as the Gucci group). **Tomas Maier** was appointed as the new Creative Director. He stepped away from the logos and outlined the **‘Intrecciato’** motif (as well as the brand’s early ideologies), signature to the brand. His SS 2002 collection immediately became critically acclaimed.

2006

. Bottega Veneta inaugurated a **school** to train and support future generations of leather artisans. It is here where the firm truly acknowledged the importance and value of craftsmanship.

“The Italian artisan was the starting point. Today, the collaboration between designer and artisan is at the heart of everything we do.”
(Tomas Maier, 2006)

2018

. Daniel Lee is named new Creative Director. His innovative designs catapulted the brand directly into the spotlight to the brand we know today.

Bottega’s core DNA remains untouched however its transformation to modernism slowly making its way.

BRAND EQUITY PYRAMID

Behavioral loyalty: the brand doesn't fully engage with the consumer, but it gives them the sense of security, indulgence and furore: self-distinction, self-worth.

Attitudinal attachment: furore, self distinction, classic, indulgent, tumultuous, security.
Psychological/social wants + needs met.

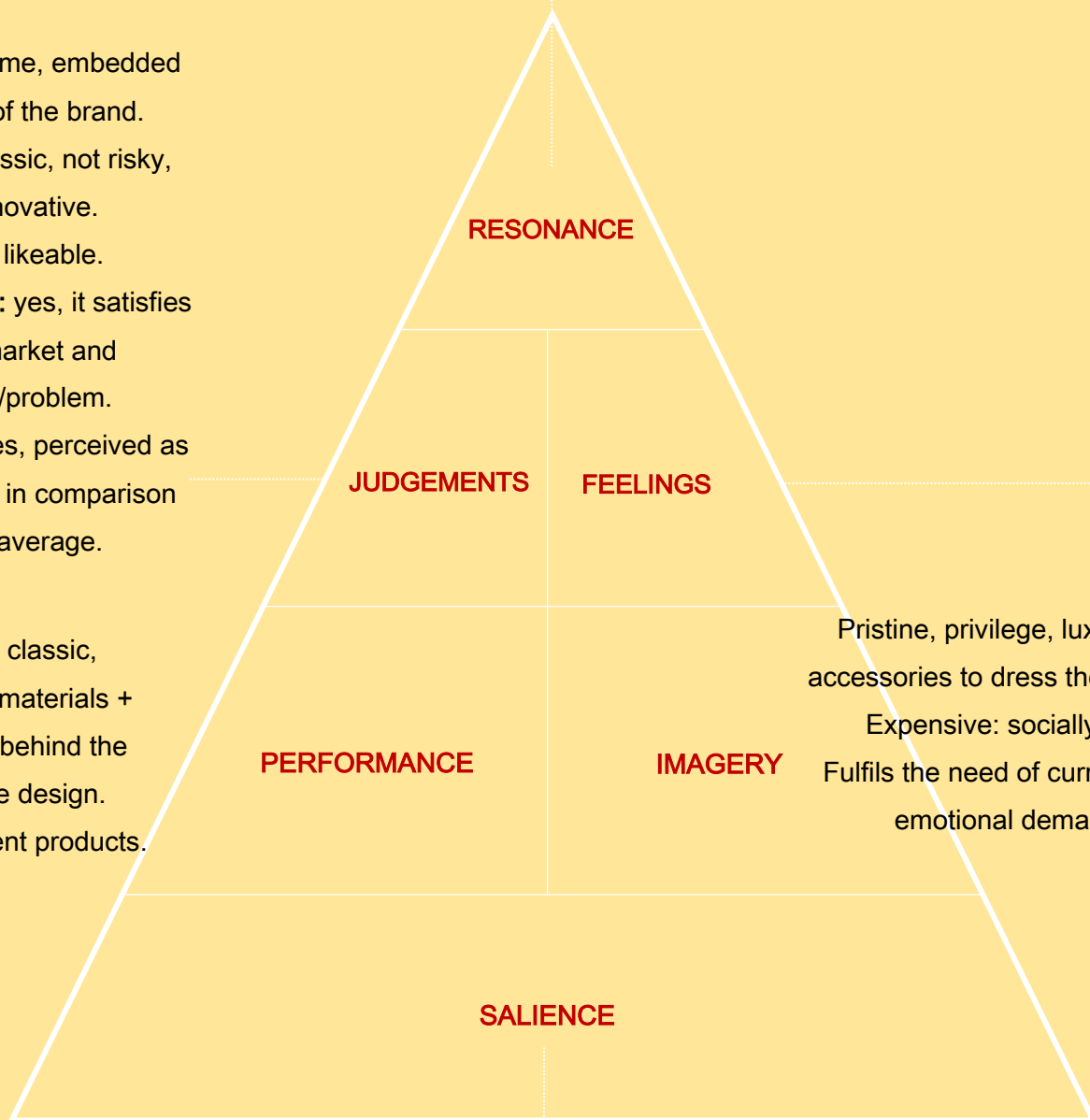
Quality: supreme, embedded in the values of the brand.

Credibility: classic, not risky, known, yet innovative. Trustworthy + likeable.

Consideration: yes, it satisfies a gap in the market and solves a need/problem.

Superiority: yes, perceived as more superior in comparison to the market average.

Very selective, classic, durable: great materials + craftsmanship behind the product: unique design. Durable, resilient products.



Security, self-worth, social approval, assurance, ease, satisfaction.

Pristine, privilege, luxury clothing + accessories to dress the naked body. Expensive: socially high income. Fulfils the need of current consumer emotional demands: effortless exclusivity.

Millenials, especially women (even though menswear is highly active). They share the European concept of luxury. High net worth individuals who enjoy dressing up for occasions. Professional people, successful in their sector. USP: in their products: the motif of the 'intreccio': signature to the brand. Characterised by the classic appeal to fashion it conveys.

BRAND ELEMENTS

<p>BRAND LOGO</p>	<p>BOTTEGA VENETA</p>
<p>BRAND COLOUR PALETTE</p> 	
<p>ICONS AND PRINTS</p>	
<p>PACKAGING</p> 	

COMPETITOR ANALYSIS

POP & POD

BOTTEGA VENETA

POD of BV

- Founded in 1966
- Belongs to conglomerate giant: Kering (since 2001).
- The overall aesthetic of the brand has been maintained throughout time: selective elegance, upper class, unattainable for many.
- Traditional mindset when it comes to materials and animal leather sourcing: starting to modernize.
- Kraft handbag made up of recycled paper.
- Higher price range: 300 - 7000

POP of BV and Prada

- Both Fashion firms are Italian.
- Both brands were created by a couple of 2 men.
- Leather goods were the initial products.
- Menswear RTW
- Womenswear RTW
- 1990's both brands became a premium status symbol during this century.
- They share a long history of Italian heritage and craftsmanship (especially on the use of leather).
- Largest Market: EMEA Region.



POD of Prada

- Founded in 1913
- Is a family-owned business. Possess the Prada Group: Miu Miu, Church's, etc.
- Prada's evolution is clearly visible when it comes to the designs: reinvigorating a youthful approach to fashion, without leaving its exclusivity & elegance behind.
- Sustainability: re-nylon collection: elongating the use of this material by creating garments and accessories with recycled nylon.
- Lower price range 300 - 4000

BOTTEGA VENETA

BOTTEGA VENETA



GIVENCHY

POD of BV

- Italian
- Founded in 1966
- Characterised by its reserved target customer: very sophisticated.
- Being Italian: can't produce Haute Couture.
- Maintained market: mid-late millennials.
- With the creation of the artisan school: values tradition and artisanship.
- Largest Market: EMEA Region.

POP of BV and Givenchy

- Both firms belong to conglomerate groups: BV – Kering / Givenchy – LVMH. Similar Business structure.
- Menswear RTW
- Womenswear RTW
- Both have refined small leather goods. Take special care for these products.
- Have their cultural Heritage embedded in the brand's DNA: Bottega: Italian luxury, refined. Givenchy: Parisian delicacy.
- Similar price ranges: 350 - 4000
- Promotes: equal pay, community investment and fair labour. BV – with its artisan school, Givenchy – with its behind-the-scenes practices.

POD of Givenchy

- French
- Founded in 1952
- Glamorous French brand that maintains its value for luxury and expands it to a larger target audience.
- Very well known throughout history with its exploration of new shapes: created the shirt dress.
- Produced Haute Couture.
- Drastic change throughout time: become more contemporary, appealing to younger customers.
- Largest Market: Asia Pacific.

BOTTEGA VENETA

BOTTEGA VENETA

POD of BV

- Created in 1966.
- Aimed at an older target market.
- Maintained demographic and psychographic segmentation.
- Only creates RTW lines. Never created High Fashion.
- Never done a co-branding collaboration.
- No logos needed for its promotion.
- Pantone difference: no gaudy prints and patterns.
- Higher price range: 300 - 6000

POP of BV and Versace

- Both Fashion brands are Italian.
- Specialised in leather goods.
- Both Firms are owned by large Conglomerates: BV – Kering / Versace – Capri Holdings (Michael Kors Group). Similar business structure.
- Womenswear RTW
- Menswear RTW
- Has always consisted of one main designer.
- Mediterranean influences: the ocean.
- Both legacies have been continued throughout the decades.
- both transmit the same concept: sensuality eroticism, under different filters: delicacy vs sexuality.
- Possess LEED certification on many of their Ateliers + Stores.
- Largest Market: EMEA Region.



VERSACE

POD of Versace

- Created in 1978.
- Aimed at a younger target market with its line: 'Versus'.
- Mixed demographic and psychographic segmentation.
- Can produce High Fashion in its Italian Atelier.
- Has created collabs: H&M.
- Versace is all about the logo: signature for the Medusa character.
- Popular for its diverse prints and patterns: jungle, Baroque, etc.
- Homeware
- Hotels
- Lower price range 100 - 4000

BOTTEGA VENETA

BOTTEGA VENETA



POD of BV

- Italian
- Established in 1966.
- Womenswear lines are most popular than Menswear.
- Bottega preserves the value of their selected customers and hasn't drastically changed its aesthetic.
- Did a photographic collaboration.
- No influencer strategies.
- Focuses on the product rather than on the face of the product.
- Higher price range: 300 - 6000

POP of BV and LOEWE

- Both Firms are owned by large Conglomerates: BV – Kering Group / LOEWE – LVMH Group.
- Womenswear RTW
- Menswear RTW
- Specialise in the use and production of leather goods: especially in leather accessories: bags.
- Largest market: EMEA Regions: especially Europe.
- For both fashion brands, art and artisanship fall under their core values. Sustainable economic growth for this sector.
- Fragrances.
- Leather is sourced only from top suppliers who are environmental and socially conscious of their impact.

POD of LOEWE

- Spanish
- Established in 1846.
- Loewe's Menswear Market is very powerful.
- Loewe's overall aesthetic has drastically changed over time: especially in its RTW collections.
- Did several collaborations with architects and small stores: Paula's in Ibiza.
- Clear influencer strategy.
- Use known and renowned models.
- Lower price range 150 - 3000

BOTTEGA VENETA

BRAND DNA

As a part of a highly distinctive community.
 Only selective people who share similar
 fashion tastes can feel this distinction and
 self-worth.

High-maintenance,
 exclusive, exotic, privileged,
 classy, fashionable,
 glamorous.

Eloquently, reserved,
 elegantly, authentically, loyal
 to the customer.

Sharing a culture
 internationally,
 maintaining the values
 of luxury already
 established in the past
 and evolving on them.

The value of
 craftsmanship and its
 worldwide expansion.
 Strong believer of Self-
 Reinvention, not only
 aesthetically, but from
 within, at a more
 transcendental level.

Clear, mature, honest,
 virtuous, conscious,
 equitable.
 Everything they
 communicate is straight
 forward and very rational.

Intellectual, curious,
 rational, creative, alluring.
 Could be initially tricky to
 understand but is never
 undermined.

Comprises a very high social status, which is
 sustained by the credibility of the brand's long
 Italian Heritage.

BRAND PERSONALITY

BRAND PERSONALITY

SINCERITY

Down-to-earth

-Family
Oriented

-Small Town

Honest

-Sincere
-Real

Wholesome

-Original

Cheerful

-Sentimental
-Friendly

EXCITEMENT

Daring

-Trendy
-Exciting

Spirited

-Cool
-Young

Imaginative

-Unique

Up-to-date

-Independent
-Contemporary

COMPETENCE

Reliable

-Hard-working
-Secure

Intelligent

-Technical
-Corporate

Successful

-Leader
-Confident

SOPHISTICATION

Upper-class

-Glamorous
-Good-looking

Charming

-Feminine
-Smooth

RUGEDNESS

Outdoorsy

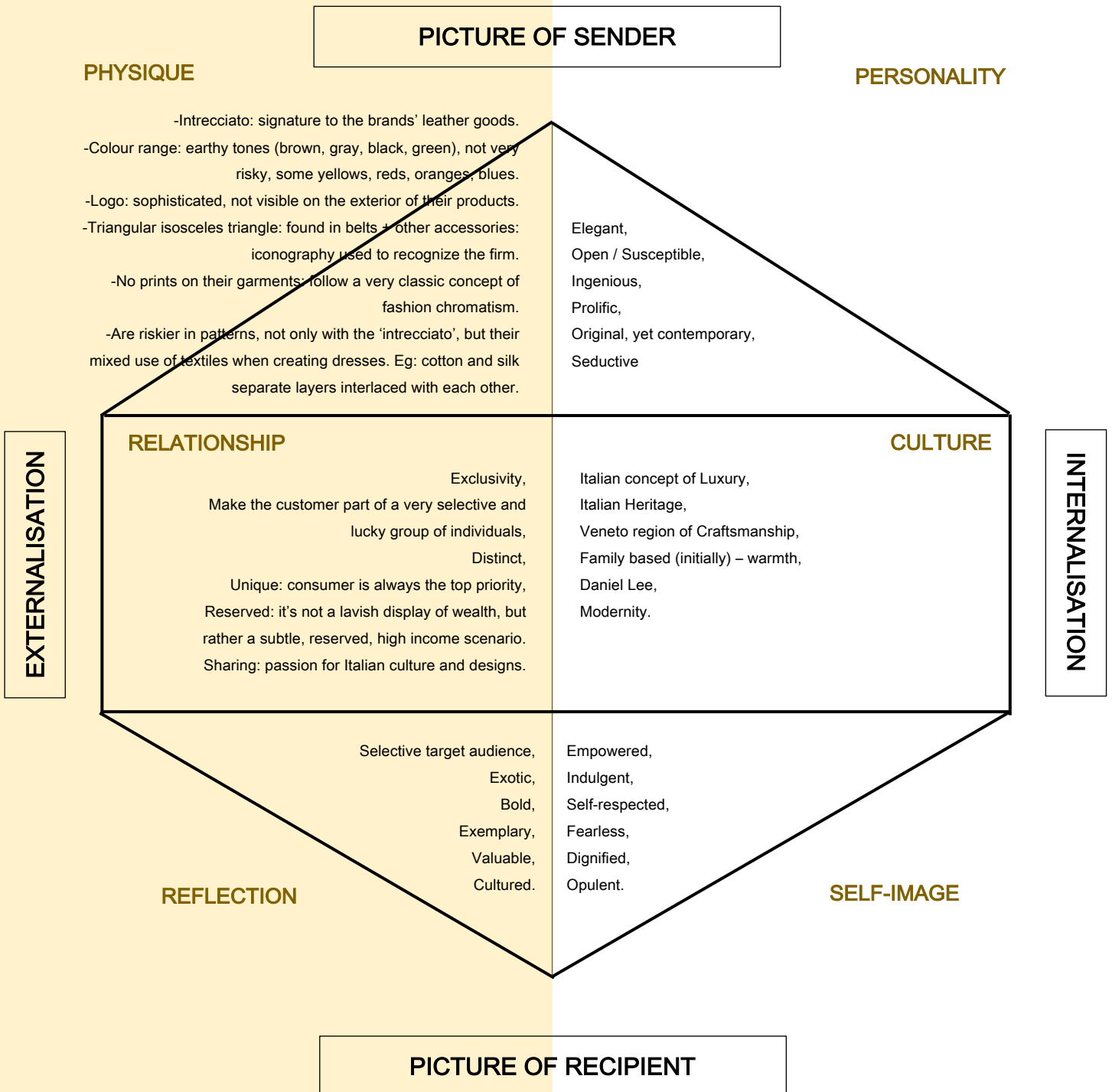
-Masculine
-Western

Tough

-Rugged

These are the characteristics of the brand personality. The main trait is: **SOPHISTICATION**.
The secondary traits are: **SINCERITY AND EXCITEMENT**.

BRAND IDENTITY PRISM



BRAND ARCHITECTURE

K E R I N G



BALENCIAGA

SAINT LAURENT

ALEXANDER
MQUEEN

GUCCI



BOTTEGA VENETA

BOTTEGA VENETA

FURNITURE

Only available at Milan, for a
limited time period.

BRAND LEVERAGE

1) LINE EXTENSION

HANDBAGS: PADDED CASSETTE BAG

					
Porridge	Lavender	Caramel	Racing Green	Linoleum	Clay

SHOEWEAR: THE BAND SANDALS

				
Nero	Lavender	Cane Sugar	Sea Salt	Linoleum

EYEWEAR: SUNGLASSES





		
Silver Crystal	Gold Champagne	Red

2) VERTICAL STRETCH

ACCESSORIES: NECKLACES

	<p>Argento Oro Giallo 18-karat Gold plated Sterling Silver</p> <p>£ 645</p>
	<p>Argento Oro Rosa Rose gold plated Sterling Silver</p> <p>£ 620</p>
	<p>Argento Antique Sterling Silver</p> <p>£ 590</p>

EARINGS

	<p>Bottle Cubic <u>Circonia</u>, Sterling Silver and Crystal Pavé</p> <p>£ 780</p>
	<p>Bianco 18-karat Gold plated Sterling Silver and Enamel</p> <p>£ 590</p>
	<p><u>Argento Oro Rosa</u> Rose gold plated Sterling Silver</p> <p>£ 360</p>
	<p><u>Argento Antique</u> Sterling Silver</p> <p>£ 335</p>

BOTTEGA VENETA

3) BRAND EXTENSION

RTW:
WOMENSWEAR
MENSWEAR
SWIMWEAR
BAGS
SHOEWEAR
ACCESSORIES:
SMALL LEATHER GOODS
JEWELRY
BELTS
EYEWEAR
OTHER ACCESSORIES

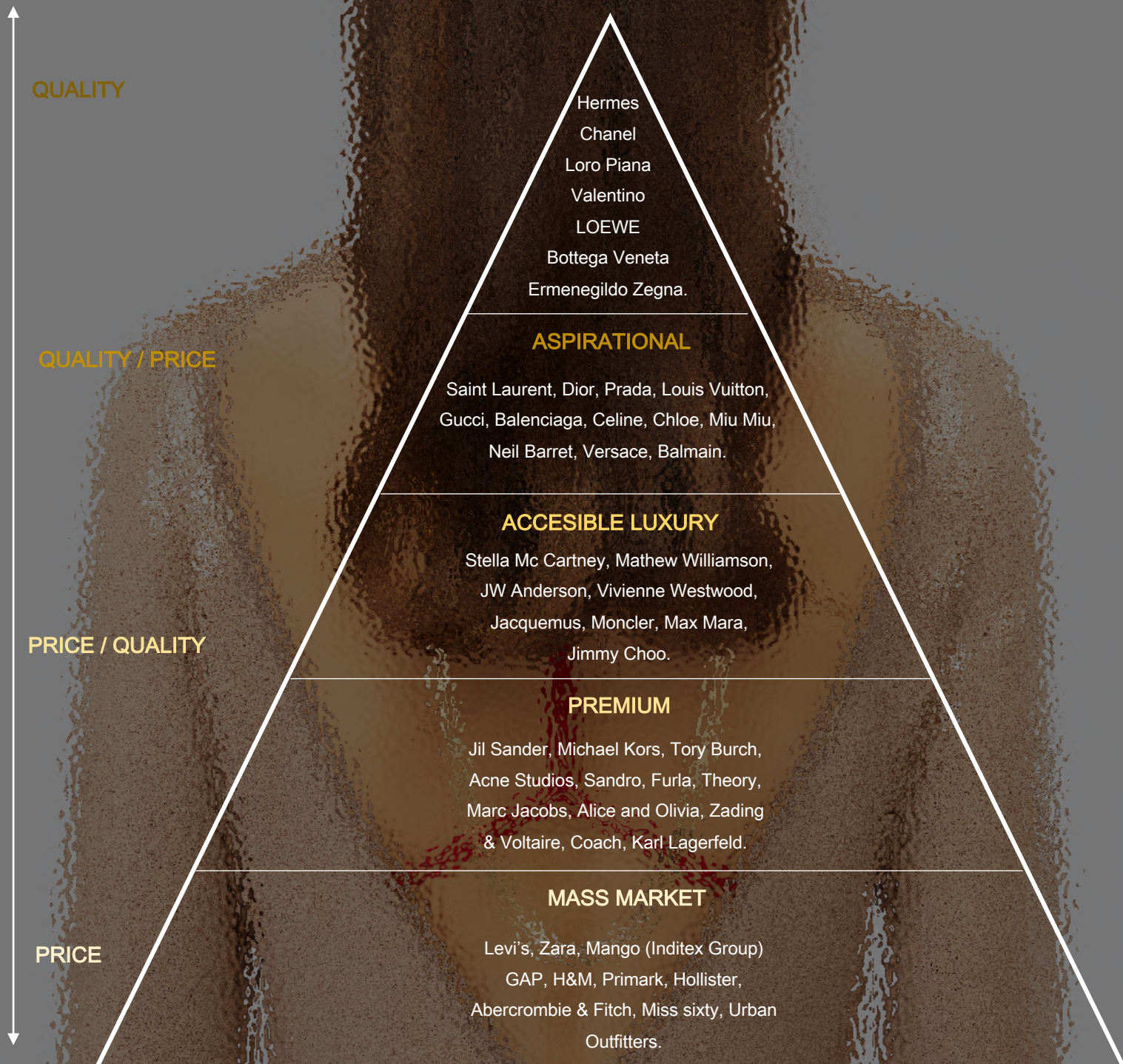
4) CO-BRANDING

Co-branding is a complex way of doing business. It is not suitable for every single firm; after extensive research there was one example found for Bottega Veneta when it comes to co-branding.

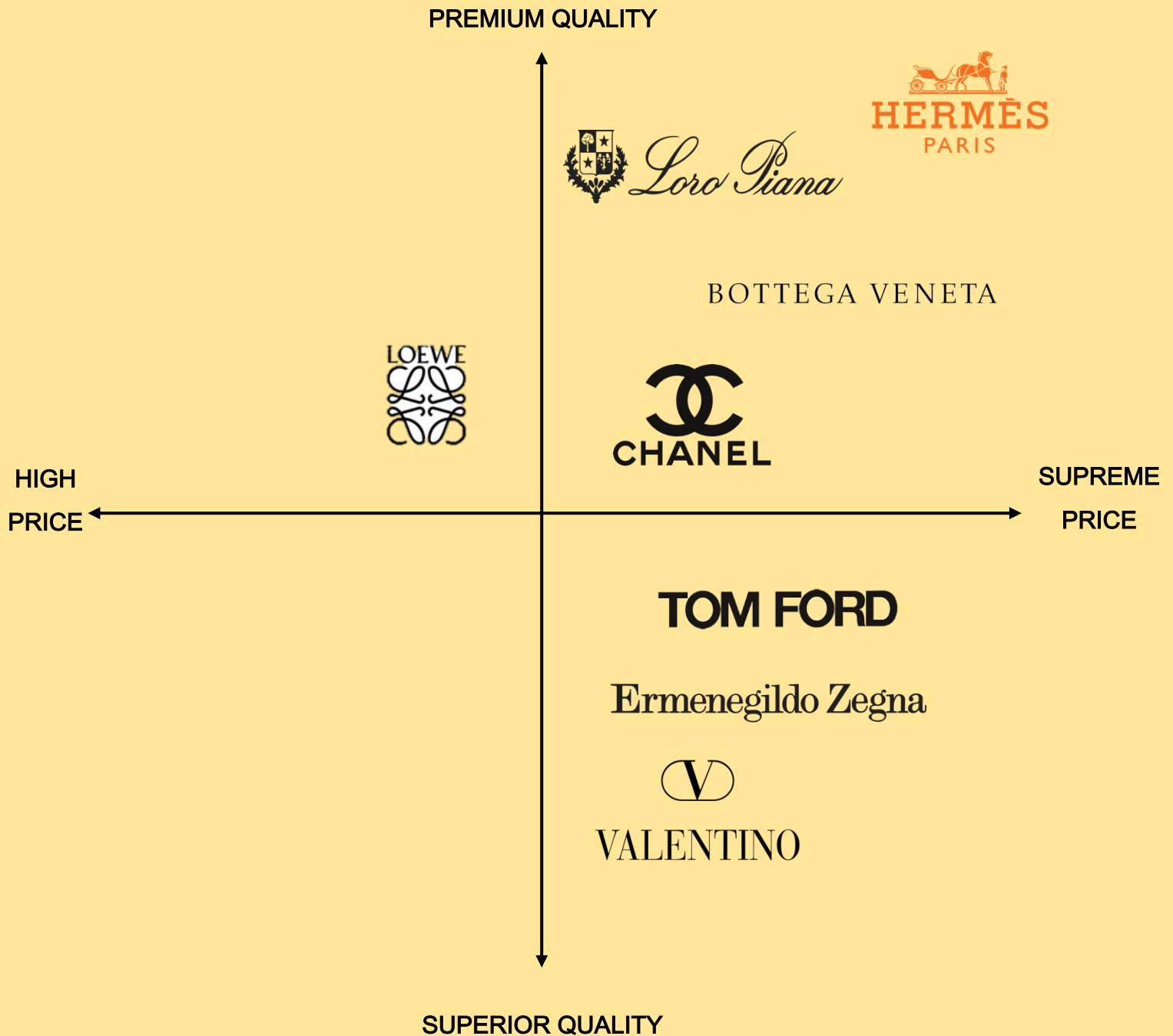
In 2014, the brand launched its furniture line, designed by Thomas Maier, in collaboration with: Poltrona Frau (an Italian interior design company).

BRAND POSITIONING

POSITIONING PYRAMID



POSITIONING MAP



Here's Bottega Veneta's **positioning map** against its market competitors divided in: superior/premium quality against high/supreme price.

There is a gap in the market Bottega will perfectly fit with the new capsule collection directed to Gen. Z.

LICENSING / IP



Bottega Veneta Sunglasses

Safilo Group.



Bottega Veneta Perfumes

Coty Inc.

In 2009, Bottega Veneta renewed its contract with the Safilo Group (Ferrari owned) until end 2020 to maintain their manufacture practices, with their eyewear products.

In 2008 the brand created their first fragrances with the hand of Coty Inc. Deal that has long lasted until 2019.



NEW ZERO WASTE CAPSULE COLLECTION

TWILIGHT IN VENICE

The Zero Waste capsule collection theme will be 'Twilight in Venice', to honour the venetian (Veneto) region, home of the brand and where its culture and heritage are constantly present in the atmosphere.

Two of the items at the top of the pyramid of the offer will include **recycled and colourful glass ornaments** on the bust (for both: the jumpsuit and the swimming suit, but in different formats). These glass ornaments will be **handmade** by local venetian artists who reside on the Island of Murano, where the showcase of the collection will take place.

The transport to get to 'Isole de Murano' will be constituted by gondolas and gondoliers (who will wear actual glass jewelry to promote the sense of artisanship before arriving to the venue). This will be fully sustainable as the small boats are fully **man powered** (direct contribution to the environmental impact of the region of Venice).

Once there, (around summertime sunset time), the new capsule collection will be fully displayed, with live music, models swimming in the crystal-clear canals wearing the new swimwear collection, and where the **artisans** will be creating the glass ornaments from scratch (similar to a workshop).

For the guests attending: there will be a **customisation station** (to personalise the desired colour of the glass), and to make the garment a completely unique item. Consumers and artisans will be able to create a strong and solid bond by engaging with one another (**customer engagement**), and building an empathic relationship. Customers will (most probable) be able to get 'hand on' with the

creation of the recycled glass ornaments, to make the experience extra special and come out with a memory. (These garments will then be made to order – online).

Bottega Veneta will also partner up with the city **council of Venice**, city that has experienced a massive decline in tourists due to Covid-19, and whose canals were finally filled up with crystal clear water (connection with swimwear line). Bottega is willing to transfer all of the earnings to the **Murano artisans** as well as the **Venetian Government** to maintain a healthy underwater ecosystem as well as to expand the value of **craftsmanship** internationally.

...

The event will also include new technologies to embrace antique tradition with the digital world.

Banners with the history of Venice (especially the Island of Murano) and its canals will be placed on the venue, to nurture guests with the history and heritage of the place (intellectual exchange of information).

Beside every glass artisan working on the collection, there will be a QR code, that customers could scan and read the trajectory of that artist (their creations, projects, etc.) This way, the consumer gets a little bit of insight and starts building up an empathic relationship with the craftsmen.

The whole event will be livestreamed on several platforms (Instagram, Website, Facebook). There will be 360° cameras placed throughout the whole journey: on the gondolas, the venue, near the glass artisans, so that consumer will get an initial sensation of the zero-waste collection.

...

Besides inviting V.I.P guests (influencers, young celebrities, photographers, authors, young creators), there will also be a number of tickets sold online to those who are signed up to Bottega Veneta's Newsletter. Inclusivity will kick in, connecting Bottega with a wider reach public.

PYRAMID OF THE OFFER

READY TO WEAR LINE

Jumpsuit with recycled glass ornaments

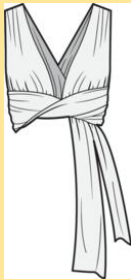
HIGH FASHION

2800
-
3200



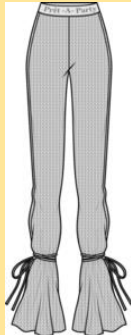
FASHION

700
-
2100



CORE

300
-
620



BOTTEGA VENETA

SWIMWEAR LINE

Erotic, sensual and seductive.

Dignified, elegant, exotic.

For product expansion: appealing to young audiences: **bodies**.

*Following WGSN swimwear trends for the future: riskier for the brand: innovation in terms of design.

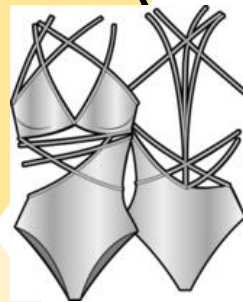
HIGH
FASHION

600

-

850

Swimming suit with recycled glass ornaments

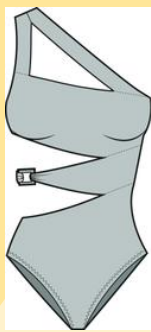


FASHION

350

-

560

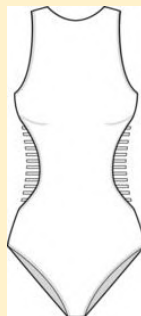
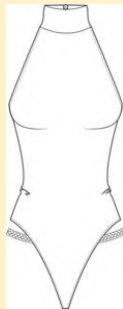
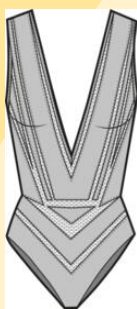


CORE

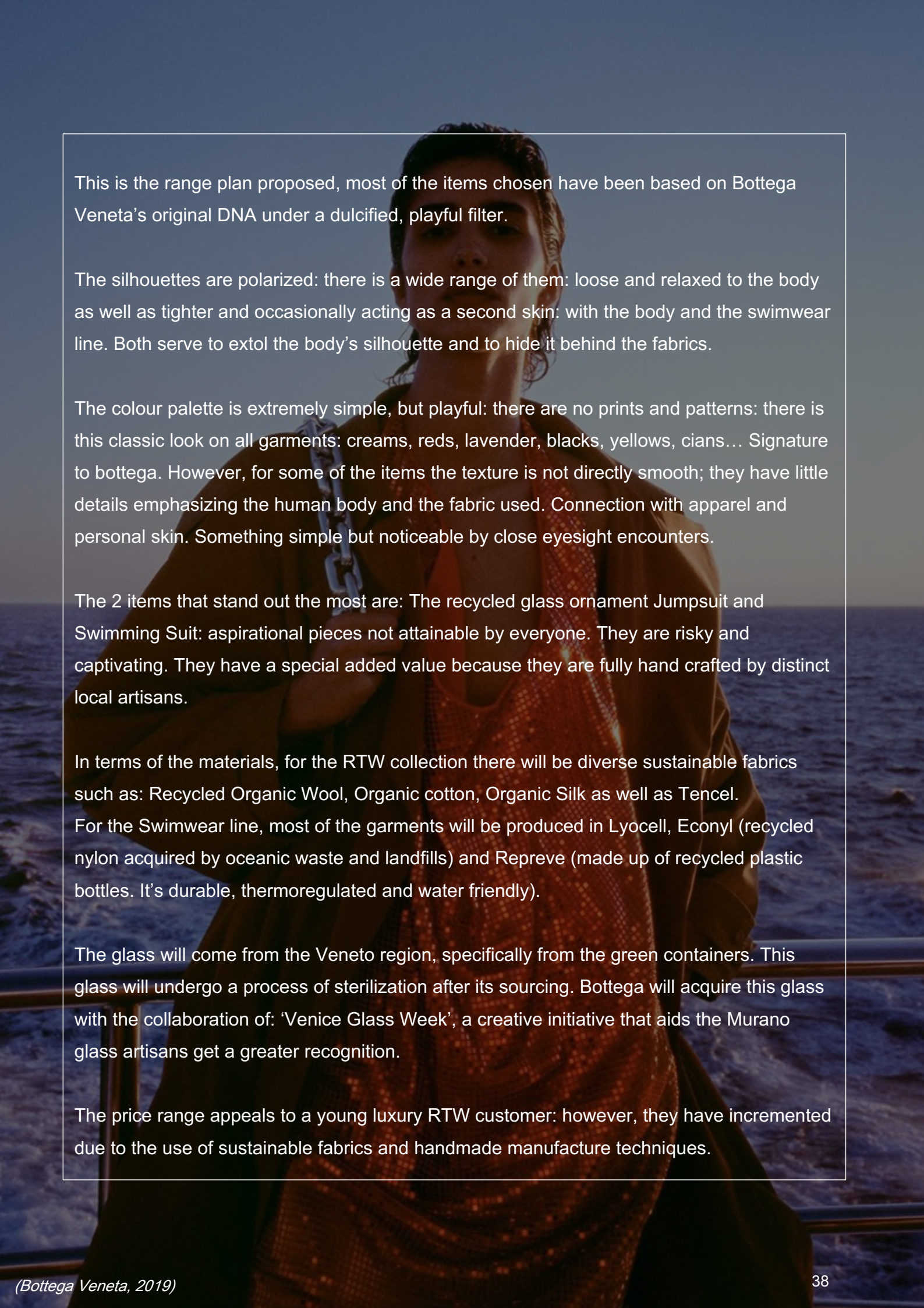
180

-

320



BOTTEGA VENETA



This is the range plan proposed, most of the items chosen have been based on Bottega Veneta's original DNA under a dulcified, playful filter.

The silhouettes are polarized: there is a wide range of them: loose and relaxed to the body as well as tighter and occasionally acting as a second skin: with the body and the swimwear line. Both serve to extol the body's silhouette and to hide it behind the fabrics.

The colour palette is extremely simple, but playful: there are no prints and patterns: there is this classic look on all garments: creams, reds, lavender, blacks, yellows, cians... Signature to bottega. However, for some of the items the texture is not directly smooth; they have little details emphasizing the human body and the fabric used. Connection with apparel and personal skin. Something simple but noticeable by close eyesight encounters.

The 2 items that stand out the most are: The recycled glass ornament Jumpsuit and Swimming Suit: aspirational pieces not attainable by everyone. They are risky and captivating. They have a special added value because they are fully hand crafted by distinct local artisans.

In terms of the materials, for the RTW collection there will be diverse sustainable fabrics such as: Recycled Organic Wool, Organic cotton, Organic Silk as well as Tencel. For the Swimwear line, most of the garments will be produced in Lyocell, Econyl (recycled nylon acquired by oceanic waste and landfills) and Repreve (made up of recycled plastic bottles. It's durable, thermoregulated and water friendly).

The glass will come from the Veneto region, specifically from the green containers. This glass will undergo a process of sterilization after its sourcing. Bottega will acquire this glass with the collaboration of: 'Venice Glass Week', a creative initiative that aids the Murano glass artisans get a greater recognition.

The price range appeals to a young luxury RTW customer: however, they have incremented due to the use of sustainable fabrics and handmade manufacture techniques.

OBJECTIVES OF THE BRANDING STRATEGY

OBJECTIVES:

- 1) The main objective for the branding strategy campaign will be to promote the value of craftsmanship worldwide (that has been in decadence since the appearance of fast fashion). To acknowledge the labour the Murano glass artisans are doing for the creation of the new zero waste capsule collection. It is a tribute to them.
- 2) Appeal to younger generations: leave aside the main concept of selectiveness and unattainability, without abandoning the elegance and the charm of Bottega. Continuing its DNA core values, but transforming them under a younger customer filter.
- 3) To achieve a greater customer engagement response. Make the consumer share content and explore something new, something meaningful that goes beyond purchasing an item of apparel. This links to:
- 4) Encourage the young consumer to buy an item of the new zero waste collection (either the ticket to the venue or a garment). This way, they will truly impact the Murano artists and the water canal welfare, as all profits will go dedicated to the two group associations.
- 5) To build up a strong and loyal community of customers – with the subscription to the Newsletter: receiving exclusive content (further developed in the brand extension customer), making them feel valued and privileged.

All these objectives are sustained by the RACE and AIDA models found below.

RACE MODEL: ONLINE

· REACH

To reach a larger audience and help the young consumer become responsive to the brand, Bottega Veneta will use several social media platforms such as: Instagram, Facebook, Twitter, Tik Tok, etc.

1 Month prior to the launch of 'Twilight in Venice' capsule collection, Bottega's social media will give subtle hints that a new collection is on its way: including close-ups of gondolas, glass work, garment details, etc. This way, a hype for Gen. Z will be established, leaving the young customer impatient to discover what the brand is trying to sell.

R
C

· CONVERT

At this stage the customer would like to:

- 1) Want to know the artisans helping in the production of this new collection. (Found in the BTS video).
- 2) Feel the urge to go and buy the ticket / follow the livestream (online) of the new zero waste collection.

Social media is key at this stage as (most probable), the customer will search for Bottega's website or social media and will be full on engaged with the brand. During this process the potential buyer will discover more apparel of interest, but the main focus will be the new capsule collection: 'Twilight in Venice.'

· ACT

Encouraging the young consumer to subscribe to the newsletter to learn lot more about the future project.

More subscriptions = more people showing an interest for the brand and so, Bottega will give them a little reward: the opportunity of shopping the tickets to attend to the event.

Not only this, but a bonus 'BTS' will be shared (initially on the email Newsletter, then it will be uploaded to their social media platforms) to clarify the feeling of the new capsule collection to the public.

· ENGAGE

In this final process the business has to make everything that is possible to make the potential client acquire a ticket/piece of apparel from the new collection.

Bottega's social media, (especially its Instagram) will showcase the new collection's items and a direct link to shop the product will also available.

This makes the whole experience of buying much easier for both: the firm and the customer. Most of the brand's campaign incite the consumer to 'click' and 'find more'.

It all boils down to the content: not only showcasing the collection and the Venetian ambiance but the proper recognition of the Murano artisans.

AIDA MODEL: OFFLINE

· AWARENESS

To get in contact with a greater audience and help the young consumer become interested in the brand, Bottega Veneta will use simple but extensive advertising.

The main offline form of Advertisement will constitute banners; Ambient media (covering building façades under construction) and billboards/OOH (Out Of Home). Using mixed media, not only photography, but actual artists (painters) reproducing a photography (already seen in diverse cities such as: London.)

This way pedestrians and most people will feel attracted to this new and mysterious 'Twilight in Venice' collection.

· INTEREST

With the offline advertising techniques: not only extol the product and the model (the scenario, the feeling and sensation), but the proper artisans.

The whole collection is a tribute to the Murano artisans, so the consumer needs to know this. By introducing them in the promotional campaign, the customer will feel engaged and show certain kind of interest to the individuals that the firm is introducing worldwide.

Portray the product but, above all, make a clear connection with the artisans.

A I
D A

· DESIRE

Moving the consumer from liking it to wanting it. How can we create desire? With beauty and emotional connection.

Knowing that if they purchase an item of 'Twilight in Venice', they will contribute to a sustainable, traditional craftsmanship commerce that has been in decline due to Covid-19. The customer will also contribute to the maintenance of a healthy and clean underwater ecosystem.

Assure that they will make an impact: include 'YOU' on the offline campaigns with small writing.

· ACTION

By visiting a flagship store, where more information could be provided.

By visiting all of the social media channels that will direct the consumer to the website, where it could be able to learn more.

By sharing the impact they made with hashtags and posts (explained on the 'New Brand Extension Customer' section).

Hopefully, the consumer will subscribe to the newsletter to receive more information and unlimited content.

DIGITAL BRANDING RECOMMENDATIONS

- 1) Expand their omnichannel experience: reach to greater social media networks such as: Tik Tok, YouTube, Twitter. This way the brand popularity will increase, and possibly younger generations will be attracted to the brand.

To remain loyal to the competition and reach a larger target audience. It's time for digital expansion and Bottega Veneta is falling behind.

CMO BV, Dario stated: "sooner or later they will have to expand their online experience and reach out to new platforms." What better way to do so, than now? Change is now.

- 2) Interact with the digital consumers: like their comments, repost their stories wearing some BV items, reply to their comments, etc. This links to the topic of inclusivity, but at a directly empathic level. This way, the awareness will expand, and the consumer will receive a certain kind of gratitude it may be looking for.

- 3) Leave behind the concept of extreme exclusivity and selectiveness: include a wider audience. Inclusivity: important in today's society. Inclusivity belongs to the zeitgeist of the current period lived; everyone should be included. Use a greater range of diverse-cultured models: Black, Asian, Caucasian, mixed race, etc. Appealing to a more polarized customer.

- 4) CMO BV, Dario also stated that "the brand doesn't believe in a certain demographic or ethnicity, it's the core DNA Bottega possesses that appeals to that consumer." There's a point in his words, but the concept could be further developed and changed, especially with Daniel Lee being assigned as new Creative Director and all the subtle changes the firm is undergoing.

- 5) Give credit to the process of manufacturing: not only showcase the product and the 'face' / 'image' of what it would feel like purchasing it. Include certain kind of memorable narrative and storytelling (main topic for the CSR campaign of the capsule collection). Humanise itself and its core values – displaying the people who make everything happen in a refined way (without losing its aesthetic). This will create a tighter bond between the customer and the brand, as, besides learning, it will Evoke humane feelings and sensations: empathy.

THE NEW BRAND EXTENSION CUSTOMER

OFFLINE ENGAGEMENT:

By the process described in the AIDA model – when it comes to the gathering of the potential customer.

At the capsule collection launch event: Customisation Station: **(described at the brand strategy first section)** where attendees will be able to interact with the prestigious Murano glass artisans: connection established between the creator and the buyer. Buildup of empathic relationships that will make the experience genuine and singular.

The garments at the Venetian event will all be tagged with QR codes found on the side tag. Here information about the fabrics will be provided as well as the narrative of the artisan who produced the glass ornaments.

BOTTEGA VENETA

ONLINE ENGAGEMENT:

Process analysed at the DRIP model – for the acquisition of this Gen. Z consumer.

To enhance the omnichannel and international customer journey; Once subscribed to the Newsletter, customers will receive limited content such as: 'BTS' videos, the opportunity of buying the actual tickets for the launch of the 'Twilight in Venice' collection, as well as new technological advances.

Bottega Veneta will create AR (Augmented Reality) filters for the consumer to take a deep dive on the world of the new capsule collection. 3D garment representations could be found and with just an image, these could be placed on someone's silhouette to 'taste' how the garment will look like on them, and if desired, purchase it.

Extensive information of the garment will also be provided.

Everyone will be able to see a livestream of the event, with exclusive content such as the history of Venice and its canals, the artisans selected to work for the collection, and even their contact for future inquiries. This way there's a full inclusive ambiance for people who weren't able to physically attend the event.

The use of hashtags will be highly promoted, with the main ones being:

#BOTTEGAXCRYSTALCLEAN

#BOTTEGARTISANS

#MURANOXVENETA

#SWIMINGGLASS

#CHANGEISNOW

BOTTEGA VENETA

A woman with dark hair, wearing a black, textured, sleeveless dress and dark sunglasses, is sitting on a silver and red speedboat. She is looking towards the camera. The boat is on a blue body of water, and the sun is low on the horizon, creating a bright lens flare and reflecting on the water's surface. The overall scene is a high-end fashion advertisement.

3.

BRAND

EXECUTION



INSTAGRAM POSTS

OVERALL FEED:

Orange

12:06

62 %



bottegaveneta



BOTTEGA

162

2,5 mill.

0

Publicaciones

Seguidores

Siguiendo

VENETA

Bottega Veneta

bottegaveneta.com

Le siguen digitalf33ls, chrisburtallan y 89 personas más

Siguiendo

Mensaje

Correo



Puddle



Fall 2020



Polaroids



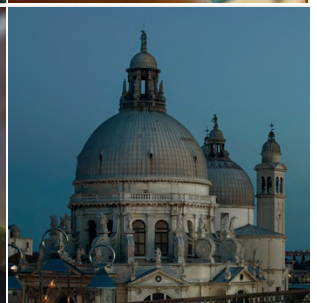
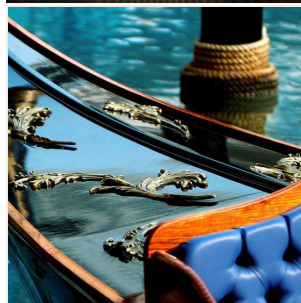
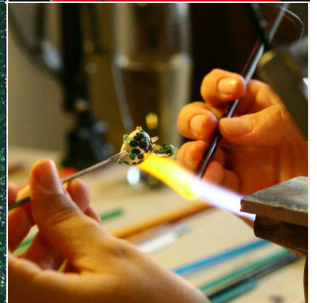
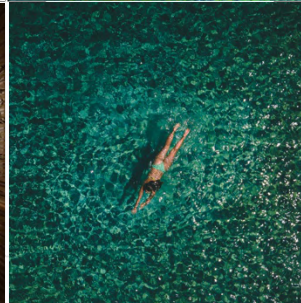
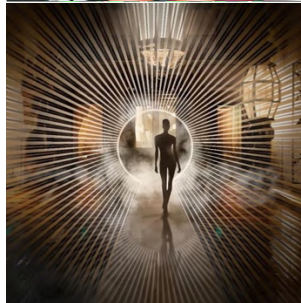
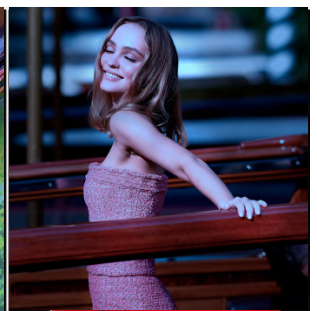
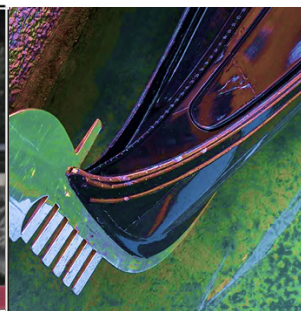
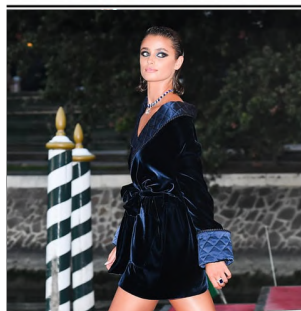
Action



Story



BOTTEGA VENETA





POST BREAKDOWN (NEWEST TO OLDEST):

Orange 12:06 62%

BOTTEGAVENETA
Publicaciones

bottegaveneta

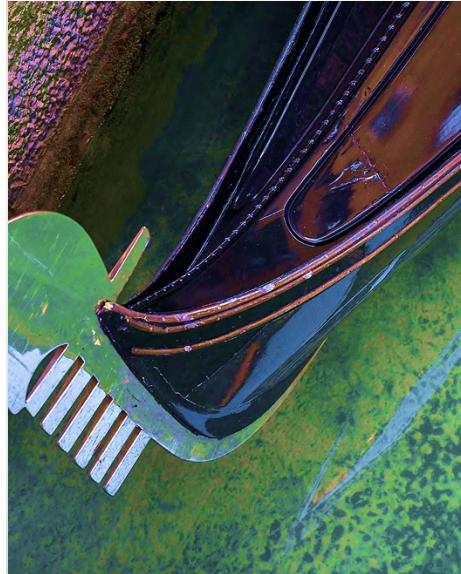


Les gusta a alara.akman y 32.168 personas más
bottegaveneta Don't walk away and unlock limited and exclusive content by subscribing to our #Newsletter. Become our guest to the launch of the brand new #ZeroWaste capsule collection: #TwilightinVenice
Ver los 234 4th of June

Orange 12:06 62%

BOTTEGAVENETA
Publicaciones

bottegaveneta

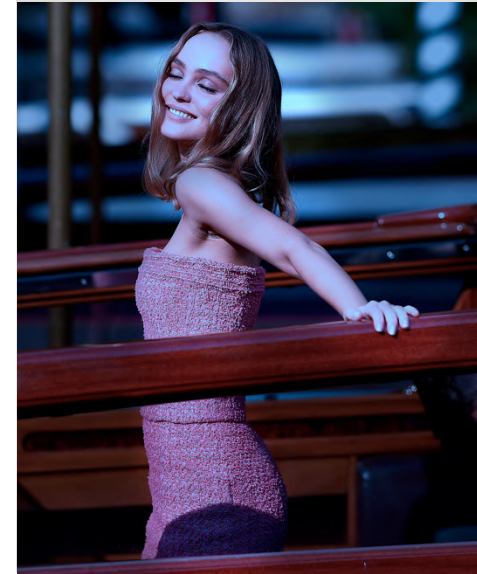


Les gusta a alara.akman y 32.168 personas más
bottegaveneta Discover the wonders of the Venetian canals with the hand of the Murano glass Artisans
Ver los 234 #BottegArtisans #Swimmingglass
2nd of June - Ver traducción

Orange 12:06 62%

BOTTEGAVENETA
Publicaciones

bottegaveneta



Les gusta a alara.akman y 32.168 personas más
bottegaveneta Fashionably late, haven't subscribed to our #Newsletter yet? Don't be the last one and join the experience! #TwilightinVenice #Don'tbelate
Ver los 234 31st of May - Ver traducción

Orange 12:06 62%

BOTTEGAVENETA
Publicaciones

bottegaveneta

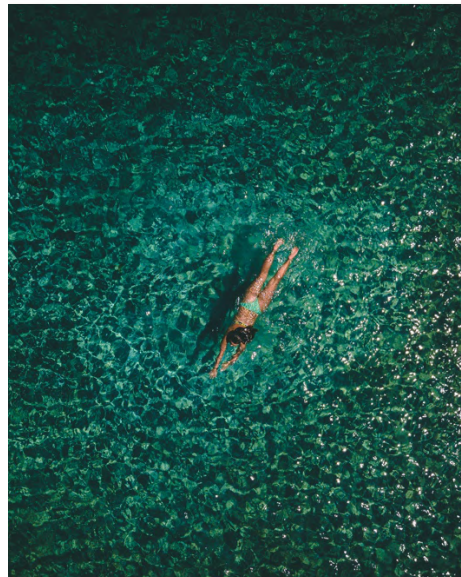


Les gusta a alara.akman y 32.168 personas más
bottegaveneta #TwilightinVenice, where tradition meets the digital world. Only at #BottegaVeneta. Stay posted for exclusive updates!
Ver los 234 #BVMURANO
29th of May

Orange 12:06 62%

BOTTEGAVENETA
Publicaciones

bottegaveneta

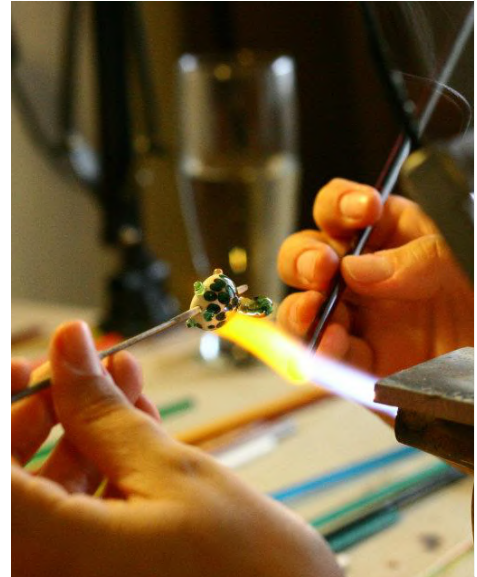


Les gusta a alara.akman y 32.168 personas más
bottegaveneta Experience the adventure of swimming in the #crystalclearcanals with our new swimwear line
Ver los 234 comentarios
27th of May - Ver traducción

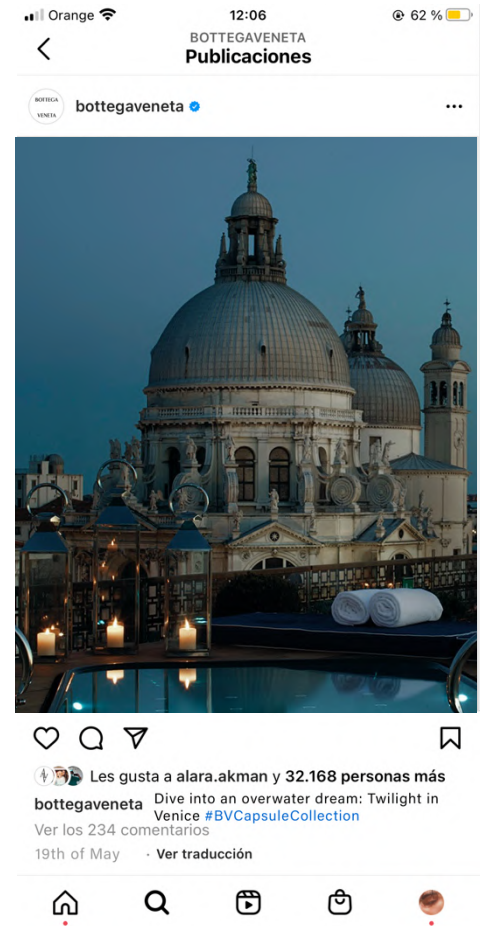
Orange 12:06 62%

BOTTEGAVENETA
Publicaciones

bottegaveneta



Les gusta a alara.akman y 32.168 personas más
bottegaveneta Uncover the art of blowing glass and customise your garments. Only available at #BottegaVeneta
Ver los 234 #TwilightinVenice
25th of May - Ver traducción



These will suppose the initial and unique 9 posts for the CSR strategy.

By applying the online RACE model, a clear conceptualization of the Instagram posts was attained.

Starting with the scenario: Venice, concretely the Island of Murano: to introduce to the public the core concept of the collection.

Followed by the real and genuine value of craftsmanship that Bottega is all about: introduction of the partnership via the hashtag.

Sustainable transport comes in the form of the 3rd post: The Gondolas, where guests will travel from the main island to the artisan one.

Customisation makes its appearance with the hand of artisanship: bond between the customer and the buyer, creation of a future desire.

Post 5: Sustainable life underwater: experience the crystal-clear Venetian canals. Take a swim in them: tempting the potential customer to embark in the experience.

Where the digital world and tradition join (hand in hand): announcing the scenario of the event, creating an idyllic and mental ambiance for the consumer.

Encouraging the viewer to subscribe to the Newsletter (post 7), with a picture of the feeling the collection portrays: adventurous delicacy.

Post 8: Heritage and history of the canals that surround the environment, storytelling. Expressing the opportunity of knowing the craftsmen behind the collection.

Last post: unlocking limited, exclusive content. Creating a full desire for the filters and AR technology the firm will develop prior to the launch of the new zero waste capsule collection.

IGTV VIDEO



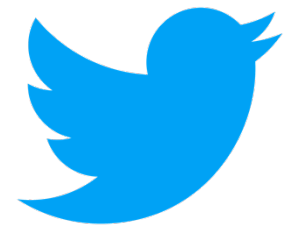
COPY AND PASTE THE LINK INTO THE BROWSER TO VIEW THE CONCEPTUALISATION OF THE IGTV VIDEO.

<https://youtu.be/JVEYESalsyE>


This video slightly portrays how the promotional video will be like. In it the audience can perceive the gondola ride, the Murano artisans developing the recycled glass ornaments for the range plan as well as the crystal-clear waters of 'Venice'.

It has been very difficult to find the clips (as I'm not the one filming them, I wish...), as the subject treated is very selective and truly hard to find online.

Ideally, the model would be the same throughout the video and will represent a true Gen.Z individual. Also, there will be more going on regarding the narrative, but it's an initial inspirational approach that aids the viewer get a conceptualization of the new 'Twilight in Venice' zero waste capsule collection.




TWITTER POSTS

 **BottegaVeneta** @BottegaVeneta May 21 ⋮

Freed from adventure.

Discover the wonders of the Island of Murano with our future [#brandnew](#) [#zerowaste](#) capsule collection: [#TwilightinVenice](#). Immerse yourself under an overwater journey and experience a scenario where tradition and the digital world will become one. Help sustain a real [#economicgrowth](#) and expand the notions of craftsmanship [#worldwide](#).
Subscribe to our Newsletter when pressing the link.



www.bottegabeneta.com/twilightinvenice
6 94 240 38

 **BottegaVeneta** @BottegaVeneta May 27 ⋮

Believe in the art of the handmade craft.

[#TwilightinVenice](#), wouldn't be possible if it weren't by the hand of the magnificent Murano glass artisans. Where fashion meets artwork and personalisation. [#VenetaXMurano](#) [#TheRealValue](#) [#BottegArtisans](#)
Click the link to learn more.



www.bottegabeneta.com/twilightinvenice
6 94 240 38

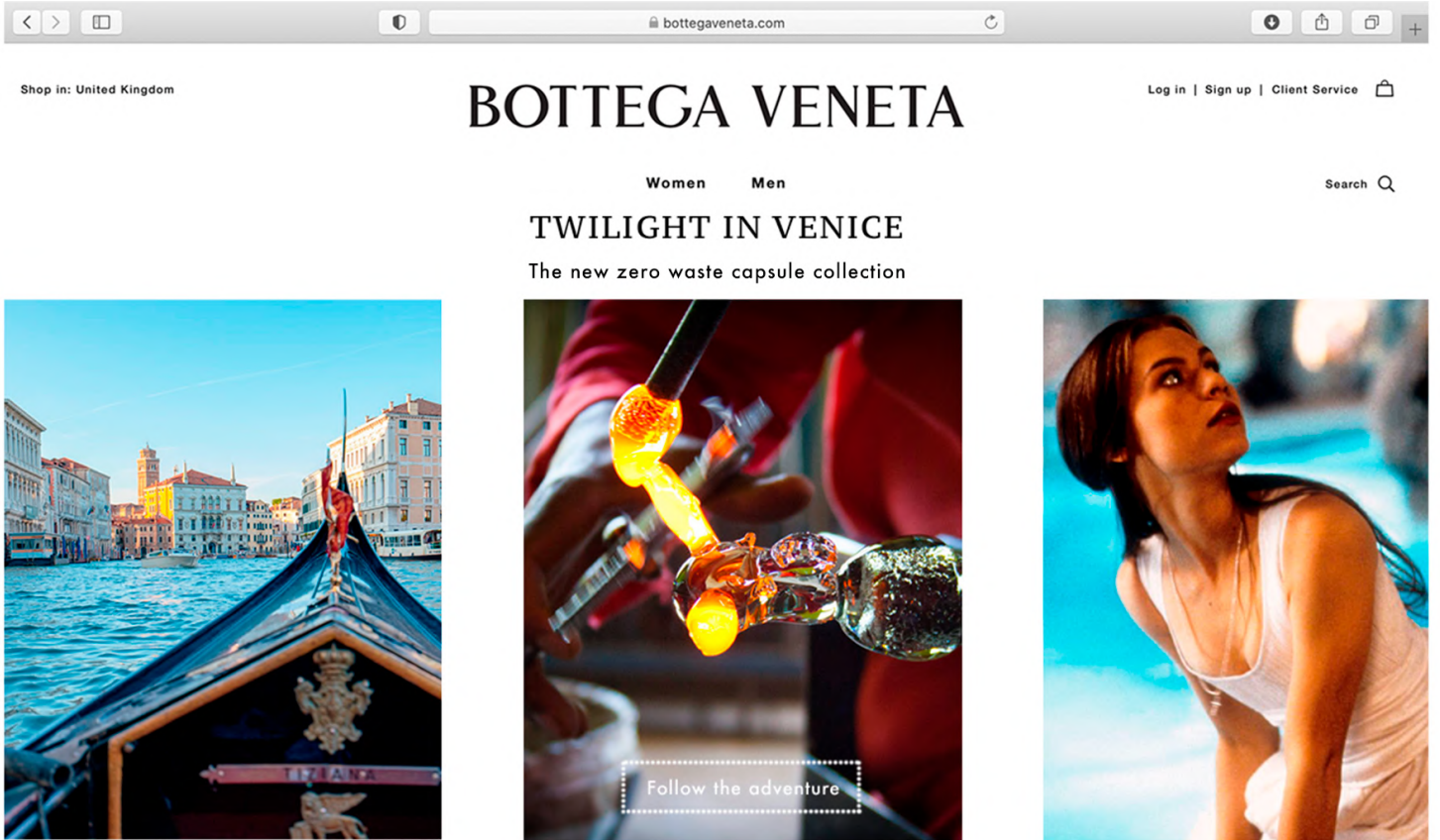


The 3 Twitter messages have been conceived to both: give information about news & conversation as well as to promote a future event.

The core values of the CSR campaign have been established: Life Underwater, Craftsmanship & Sustainable Economic growth.

The posts are accompanied with visual images, for the consumer to get a taste of what is expected as well as the link that will redirect the customer to the landing pages of the new capsule collection.

LANDING PAGE MOODBOARDS



bottegaveneta.com

BOTTEGA VENETA
TWILIGHT IN VENICE

[Dive in](#)

The new zero waste capsule collection

This banner features an aerial view of two women swimming in clear, turquoise water. The text 'BOTTEGA VENETA TWILIGHT IN VENICE' is centered in white. A 'Dive in' button is positioned below the text. At the bottom, the tagline 'The new zero waste capsule collection' is written in a light green font. The browser address bar shows 'bottegaveneta.com'.

bottegaveneta.com

BOTTEGA VENETA
TWILIGHT IN VENICE

[Learn More](#)

The new zero waste capsule collection

This banner shows a woman with long brown hair leaning over the railing of a boat, smiling. In the background, a swimmer is visible in the turquoise water. The text 'BOTTEGA VENETA TWILIGHT IN VENICE' is centered in white. A 'Learn More' button is located below the text. At the bottom, the tagline 'The new zero waste capsule collection' is written in a light green font. The browser address bar shows 'bottegaveneta.com'.

CONCLUSIONS

To conclude all the extensive and thorough analysis made throughout the report it is a truth to state that Bottega Veneta needs to expand its horizons and start appealing to a younger target customer.

This CSR campaign initiative will suppose a great cost (without a doubt), but at the same time will ignite a very large popularity among Gen. Z .

It is also a truth to re-mention that the Italian luxury brand is undergoing a process of modernization (with Daniel Lee) and this zero waste capsule collection will aid in the development of this search for the beauty and the unique under a pristine filter.

It is crucial that the omnichannel experience is kept similar for all of bottega's markets as well as platforms: with its expansion to TikTok, Twitter and Youtube. Customer engagement will be another detrimental factor when it comes to the brands development and along with new technological advances this could clearly be a true development.

Finally, sustainability is the motor for all of this creation. The United nations Sustainable Development Goals act as a catalyst for change. A change that needs to happen now and that Bottega is slowly, yet continuously embracing them.

BOTTEGA VENETA

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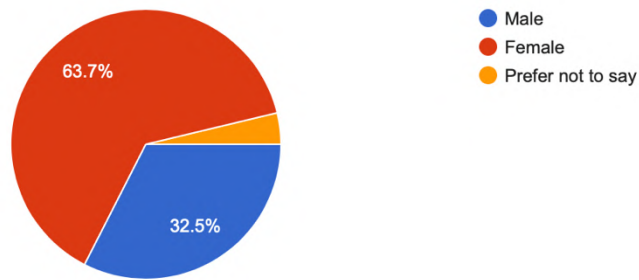
REFERENCES + APPENDIX



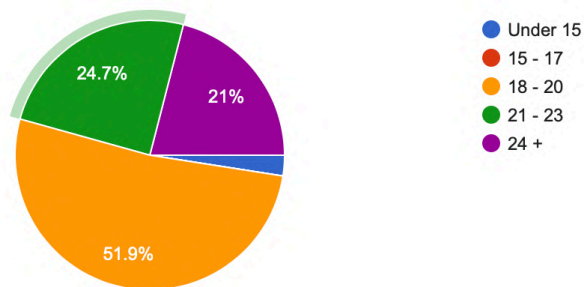
APPENDIX

SURVEY RESULTS

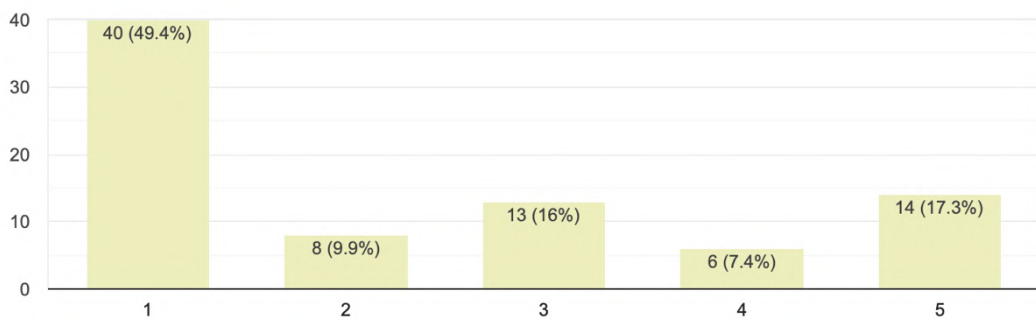
Are you:
80 responses



What age group do you belong to?
81 responses

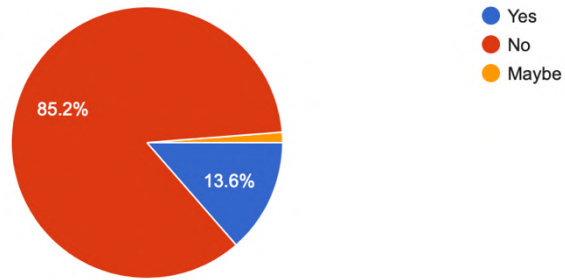


How familiar are you with the brand Bottega Veneta?
81 responses



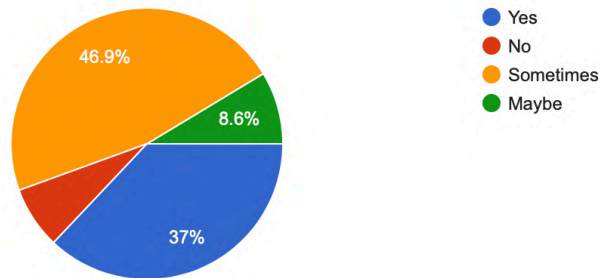
Do you own any BV item?

81 responses



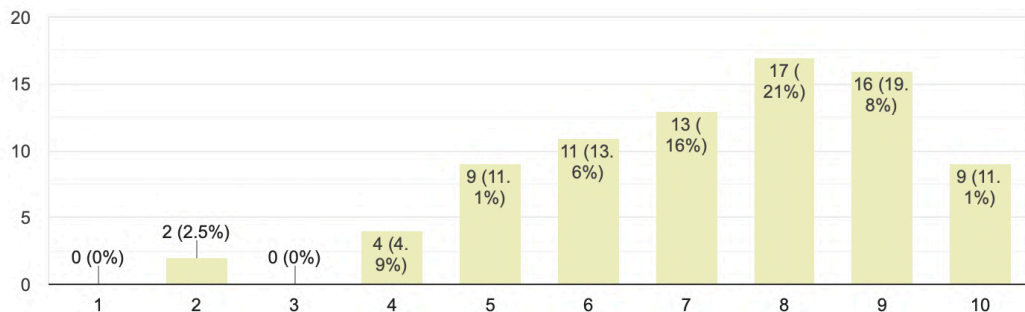
Does Social Media influence your purchasing habits?

81 responses



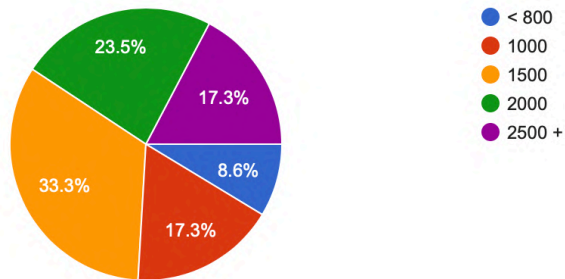
Do you believe linking craftsmanship with luxury fashion is a powerful strategy? From 1 – 10 to what extent do you agree?

81 responses



How much do you think this garment is worth? (Silk jumpsuit with Venetian handmade glass beads on bust (Crafted in Murano Island, Venezia).

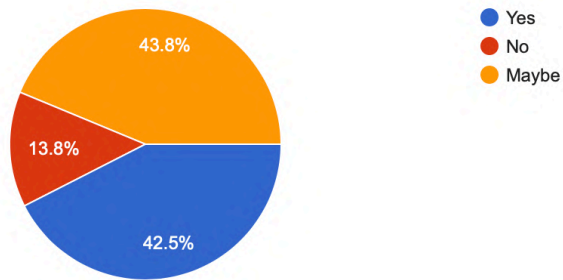
81 responses



Would you associate a brand like Bottega partnering up with a local government to preserve the value of artisanship and extend their tradition worldwide?



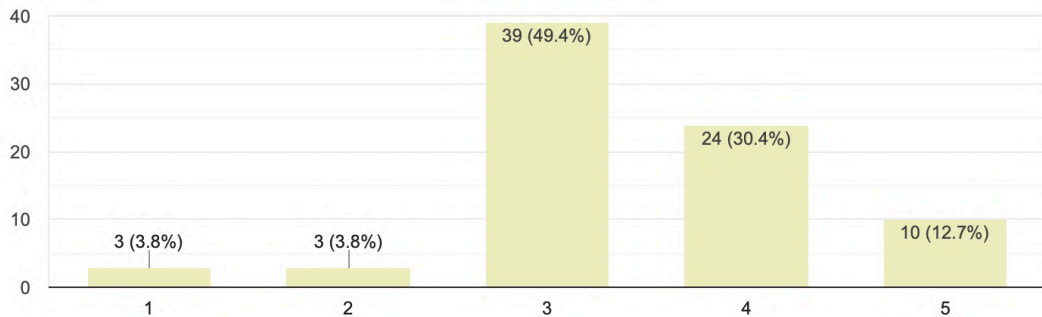
80 responses



Due to Covid-19, to what extent do you agree that current luxury consumers are seeking for ESCAPISM.

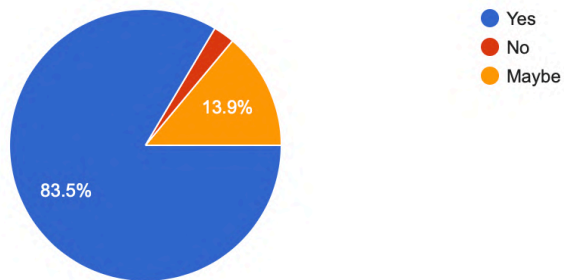



79 responses



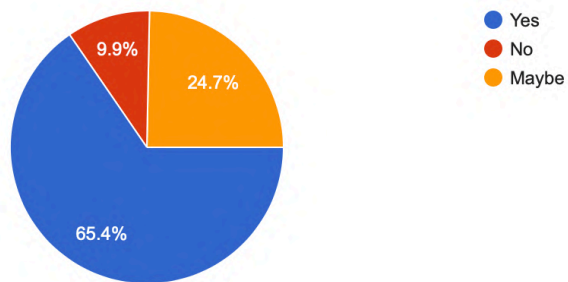
Would you attribute Venice (Italy) as a place of cultural intelligence and elegant experience exchange?

79 responses



Would you watch a livestream of a fashion event disclosing a new collection you're interested in? 

81 responses



FOCUS GROUP TRANSCRIPT:

BV – FOCUS GROUP TRANSCRIPT

Question:

Are you interested in how products (garments and bags) are made? Do you care about the process in which garments are made?

Answer:

Subject 1 (Alessio):

Yes, I do. I think that nowadays sustainability is a very important theme to consider and I think that every brand should take care of this situation. Especially the waste.

Subject 2 (Dennisa):

I really enjoy the ones that are short (3/5 minute videos) that show how the product is made without a lot of emphasis.

Subject 3 (Dina):

Yes, I enjoy seeing BTS, because it makes me realise how much craftsmanship goes behind the product and in a way, it clarifies the elevated price of the product.

Question:

When it comes to collections that donate profits, does it matter to you? Do you feel like it actually makes an impact?

Answer:

Subject 1 (Enrique):

Yes, I do think it makes an impact because by donating the profits (from a collection for instance) they will economically support another organisation and

this way, the organisation will not only earn more money, BUT, more exposure in terms of the people who invested in the garments.

Subject 2 (Eugenia):

Yes, I would feel better spending money on something that goes to charity. I think it also adds and extra value to the product.

Subject 3 (Giulia):

I think that 2 – 3 years ago, I didn't really care about how products are made, but with the uprise of sustainability in fashion, I do.

Question:

Are there any changes in the fashion industry that really made you think/appreciate the brand? Talking about sustainability.

Answer:

Subject 1 (Helena):

Yes, for sure, I want to support sustainable brands. But when it comes to buying an item, that's not my main focus. I don't consume fast fashion, I would rather prefer an autonomous brand.

Subject 2 (Jenny):

Not really brands, but one strategy I really like recently is the fact that brands don't follow the seasonality as they did before, they just create and stay true to themselves.

Subject 3 (Ming Jen):

I think sustainable brands are very important, but I'm not sure which brand is good at the moment, but it is an aspect that should be very important.

Subject 4 (Mohammed):

I haven't really seen any major changes in the industry, but in terms of sustainability I know some brands are taking sustainability, but only through a short partial time: H&M and their recycled clothe initiative. I think big luxury brands such as: Hermes and LV should kind of step away from sustainability in order for other brands to follow.

Question:

When you buy a product that you know is supporting a community. It's not supporting fashion, but it's supporting a community. How do you feel about that?

Answer:

Subject 1 (Nicole):

Inclusivity and diversity. I think it is important, especially in today's society. People are wanting to be very inclusive. Inclusivity and sustainability are linked: it is interesting how brands are coming up with new ideas in order to keep in track with time.

Subject 2 (Nora):

I don't really look at it, but if it's a concept that it's close to my heart, I will buy it. This includes cancer charity, women's voice, very important and crucial factors.

BV - DIGITAL SWOT ANALYSIS

STRENGTHS:

- Strong digital presence on Instagram.
- Follow a clear aesthetic throughout their digital platforms: website, Instagram. Very precise and clear.
- Solid omnichannel; easy – (nevertheless) – as they only work in 2/3 digital channels: Instagram, Website + Facebook?

WEAKNESSES:

- Don't have a YouTube channel, nor a TikTok or Twitter account.
- Don't engage with the audience, they are very reserved. Links to the selective attitude the brand possesses, however, could be more open to this. Low user interaction – needs development.
- Models all look the same (physically) – develop the idea of inclusion + diversity within the model spectrum.

OPPORTUNITIES:

- Further expansion of their media platforms despite the CMO not agreeing with this idea.
- Creation of greater content, not only showcasing their products but something more humane and transcendental – meaningful.
- Partnering up with the Instagram account: 'New Bottega' – which follows a beautiful and pristine aesthetic in its content: focused on the new work with Daniel Lee.

THREATS:

- Other big fashion firms use a multichannel strategy: wider audience, larger appeal to the market.
- They are top of the game when it comes to the differentiation of their leather 'intrecciato' weaving technique, however, other than that, what makes the brand so unique? There are other brands that offer a wide variety of leather goods.

DIGITAL RECCOMENDATIONS:

- 1) Expand their omnichannel experience: reach to grater social media networks such as: Tik Tok, YouTube, Twitter. To remain loyal to the competition and reach a larger target audience.

This way the brand popularity will increase and possibly younger generations will be attracted to the brand.

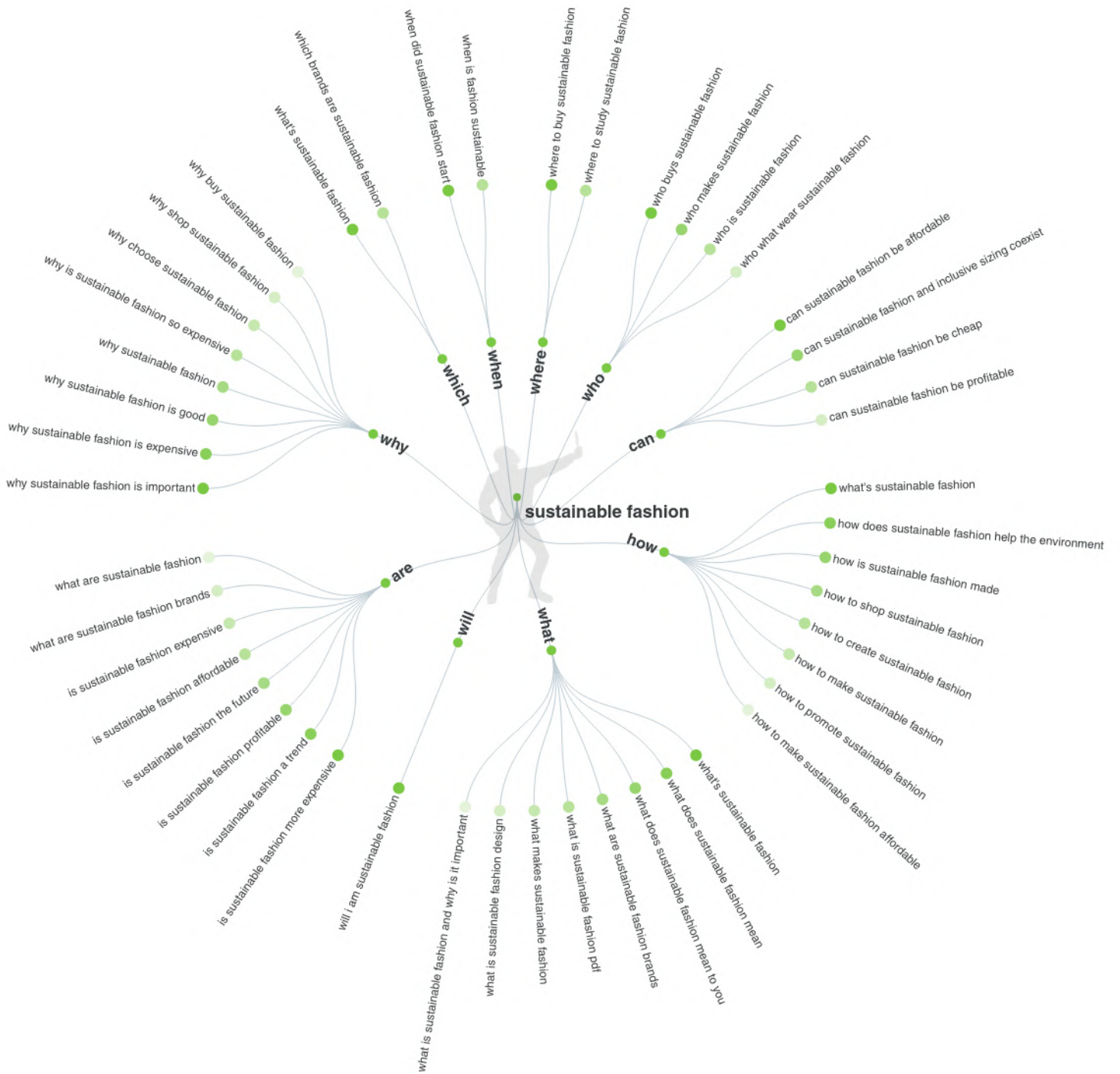
- 2) Leave behind the concept of exclusivity and selectiveness: include everyone. Inclusivity: important in today's society.
Interact with the customers: like their comments, repost their stories wearing some BV items, reply to their comments, etc.

OTHER RESOURCES USED:

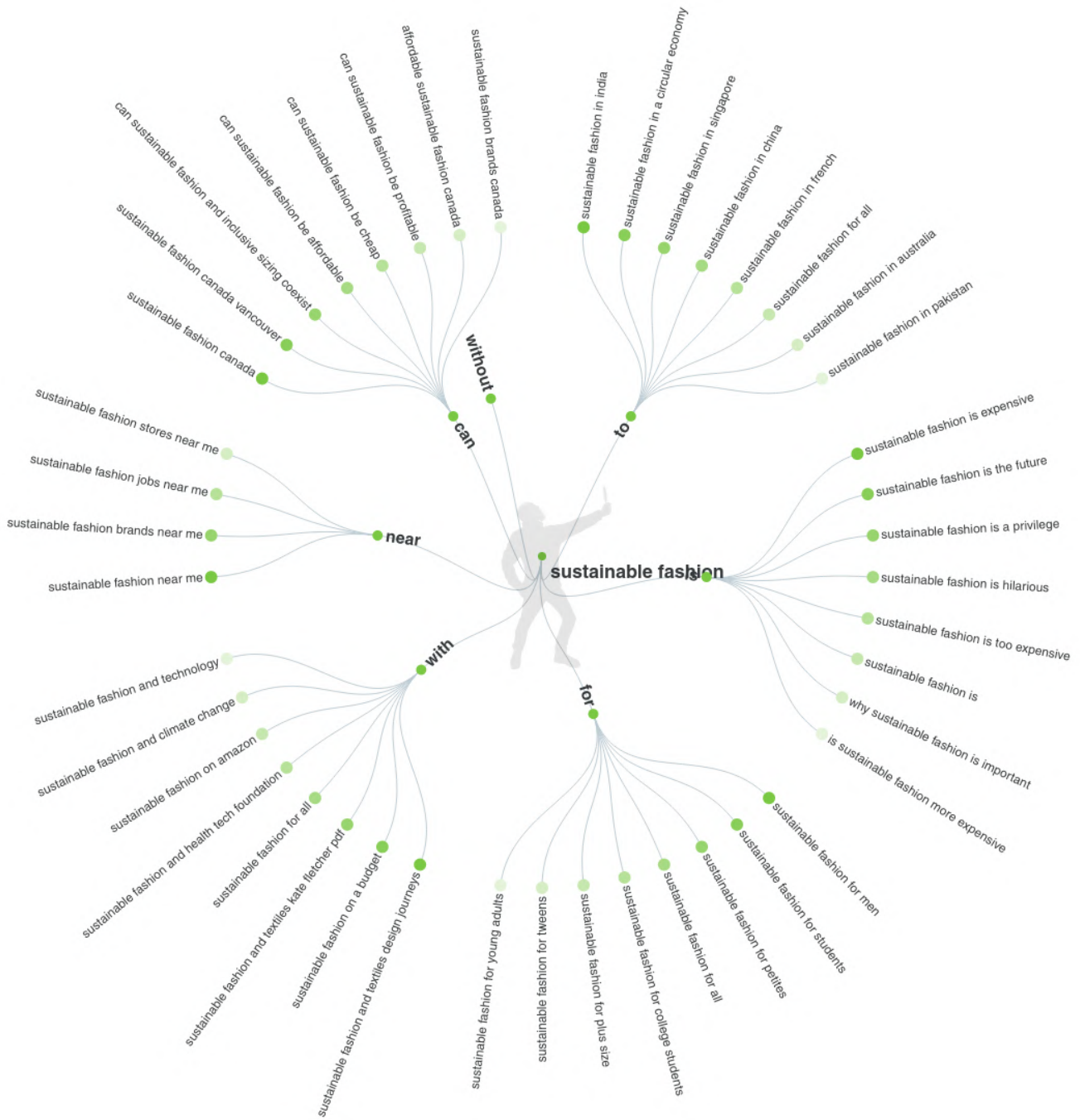
ANSWER THE PUBLIC

Frequently asked questions on: SUSTAINABLE FASHION

QUESTIONS: 47



PREPOSITIONS: 44



COMPARISONS: 20





OCTOBER 2020

Website Analysis

bottegaveneta.com

View the full analysis at:
pro.similarweb.com

7 days left Contact us to learn more or schedule a demo

bottegabeneta.com

discover the world of bottega veneta®. discretion, quality, and unsurpassed craftsmanship- a new standard of luxury since 1966.



TRAFFIC & ENGAGEMENT

Total visits

Jul 2020 - Sep 2020 United Kingdom

53,774 49.08%
-1.48% from last month

Device distribution

Jul 2020 - Sep 2020 United Kingdom

Desktop
Data only

Global rank #63,875

Country rank #35,321
United Kingdom

Category rank #1,165
.../Fashion and Apparel

Engagement overview

Jul 2020 - Sep 2020 Desktop Only United Kingdom

Monthly visits	17,925	Visit Duration	00:02:56	Bounce Rate	34.62%
Monthly Unique Visitors	10,811	Pages / Visit	3.79		

Visits over time

Jul 2020 - Sep 2020 Desktop



MARKETING CHANNELS

Channels overview

Jul 2020 - Sep 2020 United Kingdom Desktop Only



GEOGRAPHY

Top countries

Jul 2020 - Sep 2020 Desktop



Country	Percentage	Change
United States	28.28%	↓ 16.79%
Japan	14.36%	↓ 1.34%
Korea, Republic of	10.14%	↑ 4.3%
United Kingdom	5.70%	↓ 1.48%
Germany	4.51%	↓ 16.91%

SEARCH

Search traffic

Jul 2020 - Sep 2020 United Kingdom Desktop Only



Organic 46.48%
Paid 53.52%

Top search terms: Organic

Jul 2020 - Sep 2020 United Kingdom Desktop Only

Search term	Percentage	Change
bottega veneta	40.23%	↑ 74.01%
bottega veneta uk	8.07%	↓ 85.04%
bottega	2.61%	↑ 37.67%
bottega veneta bag	2.18%	↓ 100%
bottega venetta	1.70%	↑ 33.68%

REFERRALS

Top referring websites

Jul 2020 - Sep 2020 United Kingdom Desktop Only

Website	Percentage	Change
linktr.ee	30.50%	↓ 100%
lyst.co.uk	27.67%	-
l-d.vice.com	20.92%	-
gq-magazine.co.uk	20.92%	-

Top referring categories

Jul 2020 - Sep 2020 United Kingdom Desktop Only

Category	Percentage
Fashion and Apparel	48.58%
Lifestyle	30.50%
Music	20.92%

OUTGOING TRAFFIC

Top link destinations

Jul 2020 - Sep 2020 United Kingdom Desktop Only

valentino.com	72.16%		-
kering.wd3.myworkdayjobs.com	27.84%		↑ 7.67%

OUTGOING ADS

Top ad destinations



No data available

SOCIAL

Social traffic

Jul 2020 - Sep 2020 United Kingdom Desktop Only



DISPLAY ADVERTISING

Display ad network

Jul 2020 - Sep 2020 United Kingdom Desktop Only



Top publishers

Jul 2020 - Sep 2020 United Kingdom Desktop Only

gq-magazine.co.uk	71.74%		-
lyst.co.uk	14.13%		-
youtube.com	14.13%		-

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