



style NEW SHOPS

Weaving Magic

BOTTEGA VENETA, THE PRIZED ITALIAN BRAND THAT HAS CAPTURED THE HEARTS OF FASHION ENTHUSIASTS AROUND THE GLOBE WITH ITS INNOVATIVE DESIGNS AND SIGNATURE WOVEN ACCESSORIES, EXPANDS ITS BRICK-AND-MORTAR TO ATLANTA.

BY MORGAN CALCARA

ALL PHOTOS COURTESY OF BOTTEGA VENETA

48 jezebel



Bottega Veneta (bottegabeneta.com), a leading luxury brand specializing in Italian goods and fashion, just landed at Phipps Plaza. The Bottega Veneta storefront in Atlanta is relocating to a new space to create a more inviting shopping experience. The space is newly renovated and contains captivating architecture meant to reflect the brand's core values: craftsmanship, cultural exchange and duality.

The floor will reflect the brand's value of duality as the previous material from the 17th century is updated to a more contemporary approach using handmade Palazzo Morelli terra-cotta tiles finished with colorful glazes and a resin coat. Craftsman Richard Ginori added fluted

ceramic pots that contrast the recycled material-based display props. It also includes loose furniture throughout the store and various seating arrangements, such as products designed by Belgian duo Muller Van Severen.

An inclusive brand with exclusive products, Bottega Veneta is as much of a feeling as it is an aesthetic. Aside from its gorgeous design, the space is adaptable and unique. With ceramic door handles and lightweight rails, the space can be rearranged for different purposes.

The storefront will be opening with the new Wardrobe 04 collection.

Historic yet contemporary, Bottega's new storefront creates a conversation between design mediums. ■



The Phipps Plaza Bottega Veneta storefront hosts a sharp open interior showcasing signature items.

