

Bottega Veneta celebrates 50 years of its iconic Intrecciato weave

Published on 27 Sep 2025 | By IFI Correspondent



Bottega Veneta celebrates 50 years of its iconic Intrecciato weave

It's a landmark year for Italian luxury house Bottega Veneta. Alongside welcoming new creative director Louise Trotter, the brand is celebrating a milestone that defines its very DNA — **50 years of the Intrecciato weave.**

Introduced in 1975, the Intrecciato (pronounced *in-treh-chah-toh*) has become more than a design; it is the soul of Bottega Veneta. The handwoven technique, created by interlacing slender leather strips called *fettucce*, embodies the house's founding values of **craftsmanship and creativity.** What began as an artisanal innovation in Vicenza, Veneto, quickly grew into a globally recognised signature of quiet luxury.

A tribute to artistry and community

The anniversary campaign, aptly titled “**Craft Is Our Language,**” is a cinematic homage to the brand's heritage. The message is clear: the weave is not just about making bags or shoes, it's about connecting hands, tradition, and emotion.

Each Intrecciato piece takes hours, often days, of meticulous craftsmanship. Passed down through generations of artisans, the technique remains timeless, evolving in colour, scale, and silhouette without ever losing its identity. Unlike logos, the Intrecciato itself is the ultimate marker of authenticity.

Extending the celebration

To deepen this milestone, Bottega Veneta will release a **book in September** featuring 50 hand gestures — a tactile vocabulary symbolising the bond between maker and material. Alongside a second wave of campaign visuals, the book further cements the narrative that **craft is Bottega Veneta's truest language.**

As the house steps into a new creative era under Louise Trotter, the 50th anniversary of Intrecciato is not just about honouring the past — it's about carrying the art of weaving into the future of luxury fashion.

For more style updates & exclusive fashion stories follow indiafashionicon.com