

Louise Trotter Redefines Bottega Veneta with a Confident Debut at Milan Fashion Week

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Louise Trotter has officially opened a bold new chapter for Bottega Veneta with her highly anticipated debut at Milan Fashion Week 2025. The British designer, who succeeded Matthieu Blazy as creative director, presented a collection that married timeless Italian craftsmanship with a distinctly feminine edge.

"I see fashion less as an art than as something to bring joy," Trotter shared earlier this year — a philosophy that resonated throughout her first runway outing. From precise tailoring and fluid silhouettes to the sensual textures and playful color palette, the collection radiated confidence and modern luxury.

The show quickly became the talk of Milan. Industry veterans like Carine Roitfeld praised the balance between wearable sophistication and daring creativity, while Selfridges' Bosse Myhr noted the collection's "soft yet powerful" energy. Laura Ingham of Vogue declared it "the strongest debut of Milan Fashion Week," highlighting the standout intrecciato looks, liquid silver clogs, and ethereal fabrications that brought the runway to life.

Beyond aesthetics, Trotter's storytelling carried depth. Inspired by the house's archives and her own journey of discovering Milan, she infused the collection with references to Veneto's artisanal heritage and the brand's quiet confidence — the ethos behind Bottega Veneta's iconic slogan, "*When your own initials are enough.*"

Her debut not only reasserted Bottega Veneta's position at the pinnacle of luxury fashion but also signaled a refreshing direction that blends heritage, innovation, and emotion. For fashion insiders and fans alike, Louise Trotter's arrival at Bottega promises an exciting new era.

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