

Bottega Veneta and Jacob Elordi Explore Surrealism in Duane Michals Film

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Italian luxury house Bottega Veneta has unveiled a new creative project titled “**What Are Dreams**”, showcasing actor and brand ambassador Jacob Elordi in a collaboration with renowned American photographer and artist Duane Michals. Shot in black-and-white at Michals’s New York residence, the work consists of a short film plus a set of 12 photographs. The campaign is anchored in surrealist motifs and explores the border between consciousness and dream.

Artistic Vision & Themes

Michals’s long-standing interest in the unseen, the imaginative and the uncanny informs the visual language of the film and photographs. According to him:

“I’m very much interested in the realm of the invisible. My problem is, ‘how do I make the invisible visible?’”

The photographs feature Elordi in enigmatic settings: billowing curtains, floating feathers, mirrored distortions, unexpected props—evoking the visual vocabulary of surrealist painters like Giorgio de Chirico and René Magritte.

Brand & Collaboration Significance

- Jacob Elordi was a Bottega Veneta brand ambassador in 2024, making this campaign a key moment.
- Duane Michals previously collaborated with the house in 1985, so this marks a meaningful return. As well as deep historic dialogue between the brand and the artist.
- By opting for this conceptual film + photo series, Bottega Veneta underlines its commitment to artistic experimentation—not just product promotion.

Why This Resonates

1. **Luxury meets avant-garde:** Rather than a traditional fashion campaign, this is an art-inspired work that blurs the boundaries between commercial and conceptual.
2. **Multi-sensory storytelling:** Combining a poem, film, and photography gives depth beyond a single static image, inviting viewers to engage.

3. **Timeless black & white aesthetic:** Choosing monochrome increases the dream-like and classic feel—matching the surrealist themes.
4. **Brand identity reinforcement:** For Bottega Veneta, this positions them as a brand that doesn't just sell luxury goods, but fosters cultural and artistic discourse.

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