

FASHION

# The Bottega Veneta Fall/Winter 2024-2025 show highlighted the elegance of resilience

At Milan Fashion Week, Matthieu Blazy explored the humanity of clothing in a world on fire for Bottega Veneta.

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For the **Bottega Veneta** Fall/Winter 2024-2025 show at Milan Fashion Week, **Matthieu Blazy** commented on the connection between clothing and the space in which they evolve in. "In a world on fire, there is something very human in the simple act of dressing," read the designer's show notes.

## The Bottega Veneta Fall-Winter 2024-2025 show took place in a world on fire

In the final scene of **Jojo Rabbit** - **Taika Waititi**'s 2019 film set in 1945 Germany - to the tune of the German version of David Bowie's *Heroes*, **Jojo** starts to dance again. He does so in the street, with his friend **Elsa**, letting himself go to the rhythm of newfound freedom. Similarly, **Matthieu Blazy** made the clothes dance amidst a burnt heath. "It is hard to be celebratory at this point. Still, the idea of rebirth is beautiful, too. These are the flowers that bloom after the earth is burnt – they give a sense of hope. They come back stronger than ever. Here, elegance is resilience." wrote the creative director in the show notes. Amidst the show space featuring rising cacti and garments with extraordinary craftsmanship, he evoked the human side of getting dressed, a subversive gesture, and a revolutionary act.





Bottega Veneta Fall/Winter 2024-2025 Daniele Venturelli/Getty Images



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## Contrast and connection

Cacti can grow where nothing else can, especially on the edge of a catwalk. In a pocket-sized version, they were part of the fashion show invitations, and in a giant version - but still handmade by Murano glass artisans - they became an element of dialogue between the show's set and the collection. They symbolize strength, protection and adaptability, as well as resilience. A journey to southern Italy was the starting point, and Blazy was inspired by the cacti that he saw in that region.

Inspired by the traditional Japanese technique of **Shou Sugi Ban** - which makes wood more durable and resistant by using fire - he recreated an arid landscape, that contrasted with the vitality and pragmatism of contemporary luxury. With a special

edition of **Le Corbusier**'s Cabanon LC14 stools produced by **Cassina**, burnt by hand in the same way as the floor of the exhibition space, he began his narrative of rebirth.





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Awareness is urgent. It is both what we experience and what we wear. It is a maximalism reduced to the essential or a minimalism elevated by an unusual conception of sumptuousness, of **Matthieu Blazy**. The extraordinary craftsmanship and rational structures of the garments presented mark a new beginning - where, however, one does not start from the beginning.

Aesthetic simplicity corresponds to extreme structural complexity, inspired by **Bottega Veneta**'s iconic pre-Intrecciato born from a level of craftsmanship that few others can boast. With prints reminiscent of passport stamps and trenches that looked like notebooks to write on, optical effects, flames, and sharp fringes, luxury became utilitarian and elegance became concrete, without losing those small touches of eccentricity that can somehow transport us elsewhere. They know how to make us hope that, even if everything around us burns, beauty will save the world.