

01 / THE HOUSE STORY

The people. The point of view.

THE BEGINNING

Michele Taddei & Renzo Zengiaro

Bottega Veneta was founded in 1966 and built its identity around Italian craft rather than overt logo display. Its name literally evokes a Venetian artisan workshop, and the house's official founding principles emphasize 'craft and creativity.' Intrecciato leather weaving became a defining code, but not every authentic Bottega piece is woven. Anchor pieces to the 1966 founding and then to documented creative/product eras through official archive and retailer imagery. In 2022, Bottega Veneta launched its Certificate of Craft for eligible iconic products, adding a modern service/provenance layer that should not be expected on vintage goods.



From the Sui Generis catalog

FOUNDED

1966

ORIGIN

Vicenza, Italy

WHY THE DETAILS MATTER

Interior tags and product/style references vary by era and category. Use them to match model, material and color in official or trusted archives. Do not assume every number is unique to one physical bag or that one tag format applies across decades. Before 'decoding' anything, identify what kind of identifier it is: RN/business ID, style/article number, size code, supplier/production reference, serial, date mark, season code, inventory barcode, RFID/NFC or digital passport. Different identifier types answer different questions and are not interchangeable. Read the Bottega Veneta care label literally before trying to date it.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item's authenticity.

Names, lines & relationships

Bottega Veneta Mainline Parent luxury house Women’s and men’s ready-to-wear, bags, footwear, jewelry, fragrance and homeware	1966
Intrecciato Leather Goods Core craft and product family Bags, small leather goods, shoes and selected ready-to-wear	1975
Bottega Veneta Ready-to-Wear Runway fashion line Women’s and men’s clothing, footwear, bags and runway accessories	2005
Bottega Veneta Home & Design Objects Homeware and limited design-object category Furniture, objects and home accessories	2006
Bottega Series Archive Reissues Limited archive reissue program Selected archival bags and leather goods	2022

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A story in chapters

1966	Bottega Veneta House origins · Michele Taddei & Renzo Zengiaro
1966	Bottega Veneta Mainline Line / house introduction in the cited records
1975	Intrecciato Leather Goods Line / house introduction in the cited records
2005	Bottega Veneta Ready-to-Wear Line / house introduction in the cited records
2006	Bottega Veneta Home & Design Objects Line / house introduction in the cited records
2022	Bottega Series Archive Reissues Line / house introduction in the cited records

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

BOTTEGA VENETA Size 42 Khaki & Green Color Block Light Weight Cotton Sport Coat

Marked size = the item’s original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL



01 / WHAT YOU CAN READ

BOTTEGA VENETA · MADE IN ITALY

02 / HOW TO USE IT

Record the woven house label and the country wording exactly. Its placement in the garment is useful context when comparing another example.

03 / WHAT TO CHECK NEXT

The image does not show a complete size or composition label. Request those labels and the reverse of this tag before drawing conclusions about materials or season.

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Research & image credits

Based on the existing Sui Generis guide research and credited references. Catalog photographs are Sui Generis images. Brand names identify the subject; this guide is independent and unaffiliated. Share complete sheets with their credits and a link to the guide.

- <https://www.bottegaveneta.com/en-us/founding-principles/founding-principles.html>
- <https://www.bottegaveneta.com/en-us/certificate-of-craft/certificate-of-craft.html>
- <https://www.kering.com/en/houses/fashion-and-leather-goods/bottega-veneta/>
- <https://www.kering.com/en/group/kering-highlights/craft-is-our-language-bottega-veneta-marks-50-years-of-intrecciato/>
- <https://www.vogue.com/fashion-shows/designer/bottega-veneta>
- <https://www.bottegaveneta.com/en-ca/on-the-rocks/salone-del-mobile-2024.html>
- <https://www.bottegaveneta.com/>
- <https://suigenerisconsignment.com/products/bottega-veneta-size-42-khaki-green-color-block-light-weight-cotton-sport-coat>

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SIZING / HOW TO READ OUR CATALOG

Marked size & your US size

The marked size is the size printed on the item's original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer's tag; it does not change the item's original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand's own size table instead of substituting a generic conversion. Women's clothing, men's tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

Nordstrom: designer clothing conversion reference

Maison Margiela: category-specific size guide

Yohji Yamamoto: measuring garments

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