By Alicia Mares  -  July 6, 2022

The legendary Italian house Bottega Veneta, owned by the French luxury giant Kering, is stepping up its commitment to Mexico and will open its first monobrand store in the country this July in the Artz Pedregal shopping center, located in southern Mexico City.

The upscale store, which is still fine-tuning the final details prior to its opening, is located on the first floor of the complex and, as confirmed, will have a sales area of more than 100 square meters. This will be the company's first standalone store in the Mexican market, where it was already present with shops-in-shop at El Palacio de Hierro.

Bottega Veneta told FashionNetwork.com that the new store will house pieces from its men's collection, an unprecedented first in the Mexican market. It will also be the debut in the country of designs by Matthieu Blazy, the brand's creative director since November 2021.
Blazy's debut at Bottega Veneta was one of the most anticipated events at this year's most recent edition of Milan Fashion Week, held from February 22 to 28.

The show, which took place in a dismantled auditorium with bare concrete walls, saw more than 60 looks paraded on a pale green carpet, imbued with both the brand's historical identity and a modern and contemporary essence, along with impeccable tailoring.

The garments from Blazy's first collection for the label will be arriving in Mexico in what will also become Bottega Veneta's first monobrand store in Latin America, a milestone for the company founded in 1966.

By Alicia Mares
Translated by Roberta Herrera