

Bottega Veneta

Spec Project — Product Page Rewrite

Speculative portfolio piece, written by Srijayee Ghosh to demonstrate brand-voice fluency. Not affiliated with, commissioned by, or endorsed by Bottega Veneta. The product shown is original and fictional.

THE BRIEF I SET MYSELF

Bottega Veneta's copy almost refuses to sell. It describes craft — the weave, the leather, the hand — and trusts the object to do the rest. No exclamation points, no “must-have,” barely an adjective. The brief: write a product page for an original bag in that exact register — quiet to the point of confidence.

The Voga

DESCRIPTION

Hand-woven intrecciato leather, finished without hardware on the face of the bag. The weave is done by a single craftsman, start to finish, which is why no two are quite the same tension.

The Voga holds its shape without structure inside it. The leather is left to soften on its own terms, over months, through handling alone.

DETAILS

Hand-woven intrecciato leather

Internal compartment, no visible branding

Detachable strap, can be carried by hand or worn long

Made in Italy

A NOTE ON CARE

This leather will change. Let it.

WHY THIS PIECE

Demonstrates restraint as a deliberate choice — writing luxury copy that earns trust by saying less, not more. A useful counterpoint to maximalist brand voices in the same portfolio.