

Industry Report: Retailing

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Daniel Lee shocked the fashion world by announcing that he will be leaving Bottega Veneta. Lee has been working at Bottega for three years and while he started the job as an unknown he has made a name for himself. The news of his departure was just hours before the Council of Fashion Designers of America awards announced that Lee was nominated in two categories. international women's wear designer of the year and international men's wear designer of the year, and two weeks before the Fashion Awards in London, where Lee had been nominated as designer of the year.

In the news release, Kering, the luxury group that owns Bottega Veneta, did not say when Lee would officially leave his job, or who would replace him, though it did describe the parting as a "joint decision." If so, it came as a surprise to most of the fashion world, an industry where designer change is usually rumored long before it happens and where designer-brand tension generally arises when sales drop or mutual unhappiness starts to leak, neither of which seemed to be the case at Bottega, despite a high level of staff churn. Naturally, Lee's job had been regarded as largely secure. In Detroit, after his recent show, he had been full of excitement.

While rumors may not have anticipated Lee's departure, it did not take long after the news broke for new whispers to start, including that perhaps Lee's exit was related to the return of the designer Phoebe Philo, for who Lee had worked when she was creative director of Celine. Or that maybe he had found a patron for his own brand.

Lee starting his own brand has not been confirmed, but since the news of him leaving Bottega was abrupt it is most likely Lee will spontaneously announce his next move. This just shows how much the fashion world changes it is fast-paced where anything and everything can

happen, whether it is a designer taking a new course in their career, a new trend, or new upcoming sustainability plans.

Source

Friedman, Vanessa. November 10, 2021. Daniel Lee Is Leaving Bottega Veneta.

<https://www.nytimes.com/2021/11/10/style/daniel-lee-bottega-veneta.html>