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## Bottega Veneta's Dreamy Cruise Campaign

By CYNTHIA MARTENS

**IN A DREAM:** For its 2011-12 cruise campaign, Bottega Veneta tapped São Paulo-born photographer Mona Kuhn, known for her intimate, dreamy nude portraits, to shoot the ad campaign for its cruise collection. "I wanted to express a closeness in this campaign, the kind of intimacy that is at the heart of Mona's images," creative director Tomas Maier said.

The campaign was shot on the roof of the New Museum in New York City in May and will debut in December in international fashion magazines. Bottega Veneta prides itself on working with different photographers for its ads, and archives the campaigns in a section of its Web site called "The Art of Collaboration." Previous campaign photographers have included Robert Polidori, Annie Leibovitz and Lord Snowdon. A video documenting the latest photo shoot will go live on the Web site in November.



A Bottega Veneta cruise advertisement  
Photo By Courtesy Photo