

EDUCATION

Bottega Veneta opens artisan training school in Italy

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New hires and external students will be welcomed into the program, which serves as a permanent workshop for the house. Image credit: Bottega Veneta

By LUXURY DAILY NEWS SERVICE

Italian fashion house Bottega Veneta is training the next generation of craftspeople.

Welcoming burgeoning artisans to a new workshop in Vicenza, Italy, the brand is introducing “Accademia Labor et Ingenium,” a school aiming to deepen connections with a global community of makers. The site seeks to develop talent, open to both employees and students from outside of Bottega Veneta’s own ranks.

“Accademia Labor et Ingenium is a key strategic pillar to preserve Bottega Veneta’s unique savoir-faire,” said Leo Rongone, CEO of [Bottega Veneta](#), in a statement.

Next-gen development

Launching the institute’s first programs on Oct. 16, aspiring luxury professionals and new hires can take advantage of Bottega Veneta’s announcement.

Indeed, both internal and external parties are invited to attend, the up-and-coming population learning from master artisans by taking classes and completing activities designed to improve their skills.

For existing team members, Accademia Labor et Ingenium also offers upskilling and reskilling courses.

Kering presents Bottega Veneta’s Accademia Labor et Ingenium.

Bottega Veneta deepens its commitment to artisanal craft this October with the launch of Accademia Labor et Ingenium, a new school to foster the next generation of artisanal talent. pic.twitter.com/wyboA3mfHk

Kering (@KeringGroup) [October 23, 2023](#)

Derived from an original crest, and guided by the house’s founding values, the name “Labor et Ingenium” translates to “craft and creativity.” This focus on the heritage of the label is deeply engrained within the education setting.

Bottega Veneta states that the new opening champions the collective ethos that has defined the company since its foundation in 1966.

French luxury conglomerate LVMH also recently made moves to bolster its developmental division, expanding the “Mtiers d’Excellence” apprenticeship initiative to the United States earlier this month ([see story](#)).

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