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Bulgari presents high-jewelry collection via Instagram unveiling

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Bulgari high-jewelry sneak peek on Instagram

By JEN KING

Italian jeweler Bulgari is continuing to look forward during its 130th anniversary celebration by unveiling its latest high-jewelry collection on Instagram.

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The jeweler is likely aiming to maintain relevance as it celebrates a rare milestone achievement. Using Instagram as a launch pad for its high-jewelry collection will help introduce Bulgari's higher priced designs to a new audience that may be more tech-savvy than the jeweler's core demographic.

"It's always important to allude to a big reveal prior to the actual launch to build excitement," said Romey Louangvilay, associate director of digital strategy at [Syndicate Media Group](#), New York. "You want people to talk about it so it builds suspense and in turn, attracts more views and engagement on social media.

"Social media, especially visual platforms such as Instagram, give consumers the opportunity to experience an event without being there," he said. "The images Bulgari shares and the type of captions they use will make consumers feel as if they are there, watching it live.

“And with social media, when others see images receiving likes, comments, etc., it makes them feel part of the community. The digital engagement is another form of how people interact.”

Mr. Louangvilay is not affiliated with Bulgari, but agreed to comment as an industry expert.

Bulgari did not respond by press deadline.

No signs of aging

To celebrate its 130th anniversary, Bulgari enacted a series of initiatives that promoted brand values. An underlining theme of these initiatives has been to bring Bulgari into the future while celebrating its past.

For example, Bulgari is celebrating its anniversary with a microsite that examines the brand’s current activities rather than past achievements. Positioning the anniversary microsite in this way shows consumers that although Bulgari has reached a milestone, the jeweler and its designs are still relevant and modern ([see story](#)).

On a larger scale, Bulgari looked to give back to its community with a \$2 million pledge to restore Rome’s Spanish Steps over a two-year period.

The project, slated to begin in 2015, will work to restore the iconic Italian landmark after Italian prime minister Matteo Renzi asked for private investors to help maintain monuments throughout the country ([see story](#)).



Bulgari flagship near the Spanish Steps in Rome

Now, Bulgari is working to be seen as innovative among socially-connected consumers by unveiling its new high-jewelry collection on Instagram. Using its Facebook and Twitter, Bulgari drove consumers to its Instagram account by posting images from the new collection paired with the jeweler’s anniversary logo.

Starting on July 1, Bulgari informed its followers that the reveal would occur on July 8 during Parisian Haute Couture. At a time on the fashion calendar when consumers focus on couture design shows, showing off a jewelry collection may bring some of the attention Bulgari’s way.

Follow @bulgariofficial on Instagram and discover the new High Jewellery collection first. <http://instagram.com/bulgariofficial>



DISCOVER
THE NEW HIGH JEWELLERY COLLECTION
TUESDAY 8TH JULY 2014
LIVE FROM PARIS HAUTE COUTURE

BVLGARI

Celebrating 130 years

Bulgari's Facebook announcement on the live launch on July 8

With each post, Bulgari shows a small section of designs from the new collection. For instance, in one post on Instagram that was also shared via Facebook and Twitter, the jeweler named the precious stones used in the work.

On the day of the release, Bulgari shared behind-the-scenes images while preparing for an event in Paris where the jewelry will appear on the runway. Through sharing these event images, Bulgari was able to engage consumers who were unable to attend physically but were interested in the collection nonetheless.



BVLGARI
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Behind-the-scenes peek at Bulgari's high-jewelry event

As of press time many of the Instagram posts for the unveiling had at least 2,000 likes from Bulgari's followers.

Narrative imagery

Other jewelers have looked to Instagram to share their latest collection with followers. French Jeweler Van Cleef & Arpels, for example, took a more narrative approach to unveil its new high-jewelry collection, *Peau d' ne raconté par Van Cleef & Arpels*.

On June 27, Van Cleef & Arpels shared its new fairytale-themed high jewelry collection on Instagram through a series of posts. This likely helped the jeweler raise engagement and following of its Instagram account, while making those consumers who participated feel part of its inner circle ([see story](#)).

Brands have increased use of Instagram in part due to the channel's popularity but also because its visual approach yields high engagement levels.

"Instagram was designed for visuals," Mr. Louangvilay said. "Previous statistics report that fashion brands have received the most benefit from Instagram, and it's no surprise, given that it allows brands to highlight clothes, jewelry, etc. in a more controlled way."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/90vtrao_qpI](https://www.youtube.com/embed/90vtrao_qpI)

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