

MULTICHANNEL

## Bulgari touts Roman heritage with sundial-inspired Lucea timepiece

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*Bulgari's Lucea women's watch*

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By JEN KING

Italian jeweler Bulgari is examining its connections to Ancient Rome through the new Lucea women's watch.

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**Luxury Daily**

Positioned as the “new star” of Bulgari’s watch collections, the jeweler introduced its latest timepiece to consumers via social media. To heighten interest, the jeweler did not give much information away regarding the watch’s inspiration or design to generate click-throughs on the provided link.

"The connection [between Bulgari and Ancient Rome] makes for a great story and helps to provide a content rich experience for users," said Brittany Mills, director of digital marketing services at [Mobiqity](#), New York.

Ms. Mills is not affiliated with Bulgari, but agreed to comment as an industry expert.

[Bulgari](#) did not respond by press deadline.

Time-honored

In imagery shared on social media, Bulgari relied on its print campaign with current ambassador model and singer Carla Bruni to capture enthusiast’s attention. Ms. Bruni has

been the face of Bulgari's print campaigns since 2013 and recently concluded her contract with new efforts which rolled out in magazines beginning in June.

A second post on social media focuses on the detail of the watch showing the Lucea's gem crown dial. Both posts were adorned with Bulgari's 130th anniversary banner below the image and a link to the brand's Web site.



LVCEA is the new star of the Bulgari watch collection.  
Discover more on [http://bit.ly/Bulgari\\_LVCEA](http://bit.ly/Bulgari_LVCEA)



**BVLGARI**  
*Celebrating 130 years*

*Carla Bruni for Bulgari, shared on Facebook*

Click-throughs on the link land on a page dedicated to Bulgari's Lucea. The opening image shows only the wrist of Ms. Bruni with content set below that details the inspiration behind the timepiece.

In the short paragraph, consumers learn that the Lucea is Bulgari's tribute to the sundial and combines "history with modernity, and function with design." This section of text also outlines that the watch design is feminine due to a "lithe foundation," its rounded case.

Under this brief product description, consumers can watch a minute-long campaign video. The film begins with a hyper lapse scene of the sky behind the Roman Coliseum as well as a view on the Tiber river at dusk.

In the following scene, Rome's Trevi Fountain is shown at night while a model dressed in a white flowing gown strolls around its edge. As she passes around the fountain, the model reaches down to skim her fingertips on the water's surface, displaying the Lucea watch.



### *Video still for Bulgari's Lucea*

As the video continues, the Lucea watch continues to be the focus with its gem crown, strap and face shown in detail. The model also wears a necklace that complements the gem crown of the Lucea watch that is shown as well.

To conclude, the model faces the camera before she is washed out by a bright white light and the words “Lucea. Enlightening time.” appears on the screen. After this point, the Lucea watch is shown in greater detail until the film ends approximately 15-seconds later.

Embedded Video: [//www.youtube.com/embed/512XhuUkrVM?list=UUkBSNLyWZMZcawIHSDhk0w](https://www.youtube.com/embed/512XhuUkrVM?list=UUkBSNLyWZMZcawIHSDhk0w)

### *Bulgari Lucea*

After the video is viewed, the consumer continues to scroll to discover more about the watch's connections to Italian heritage, and more specifically Rome. Here, the consumer learns that Bulgari was inspired by the sundials of antiquity because the modern notion of time was developed in Ancient Rome.

In a separate section Bulgari gives a brief overview of its brand history and makes mention of its use of colored stones to add an additional connection to Lucea's design.

The last section provides a small slideshow of Ms. Bruni's campaign images for the Lucea timepiece. One version shows the watch on the left hand page while Ms. Bruni is seen covering her left eye to display the Lucea timepiece on the right page. The other effort included shows the three versions of the Lucea watch alone.



### *Carla Bruni print campaign for Bulgari's Lucea*

Content on the Web site can be shared via Twitter, Facebook, Pinterest and Google+.

#### Heritage on the cuff

As more brands extend their offerings beyond what is generally associated as signature, it becomes increasingly important to honor branded codes.

For example, French atelier Christian Dior is drawing inspiration from the architectural lines of its fashions to create a timepiece that is capable of dressing up any woman's wardrobe.

The Dior VIII Montaigne pays homage to Avenue Montaigne in Paris where brand founder Christian Dior opened his first couture house in 1946. Dior's VIII Grand Bal, updated for Baselworld 2014, is described as a ball gown hemmed with diamonds and designed to resemble a pleated skirt mid-twirl ([see story](#)).

Similarly, French atelier Chanel explored aspects of its fashion designs through eyeshadow palettes inspired by its iconic use of tweed fabric to appeal to both established and aspirational consumers.

Connecting the Les 4 Ombres eyeshadow palettes to Chanel's use of tweed fabric in its apparel allowed aspirational consumers to access a code of the brand at an entry-level price point ([see story](#)).

Oftentimes, brands examine the history of their designs and incorporate these pillars into all aspects of their ranges.

"It turns the digital engagement for Bulgari into more than just a product feature," Ms. Mills said. "It helps to bring users and shoppers into the Bulgari lifestyle to create a luxury feel and experience."

#### Final Take

*Jen King, lead reporter for Luxury Daily, New York*