

INTERNET

Bulgari crafts anniversary documentary through YouTube films

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Bulgari high-jewelry sneak peek on Instagram

By JEN KING

Italian jeweler Bulgari is continuing to spread awareness for its ongoing 130th anniversary celebrations with a video series exploring different aspects of its identity.

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Luxury Daily

Housed on YouTube, rather than a microsite or its primary Web page, Bulgari has shared six videos ranging from its passion for leather goods to the grand opening of a boutique in Rome. Given affluent consumers' rushed schedules, Bulgari relied on short films rather than a full-length documentary to share its message but not bog down its enthusiasts with heavy content.

"Bulgari's choice of YouTube proves an astute online marketing strategy," said Stacy DeBroff, CEO/founder of [Influence Central](#), Newton, MA. "YouTube videos can easily be embedded into other Web sites, blogs and online social media platforms, making it easy for an online writer to embed their favorite video into editorial content, driving exponentially increased consumer views.

"The average viewer expects short nuggets of video content, thus explaining each part of the storytelling averaging just two minutes in length," she said. "Next up, Bulgari smartly

realizes that to continue its 130-year tradition, it has to keep reaching into younger demographics to build a strong luxury brand impression and make the brand an aspirational acquisition that comes with financial success.

"Given the sumptuously realized visuals, dramatic visuals and music positioning Bulgari products as timeless museum quality pieces, and sequential storytelling nature of the videos, they've got you hooked."

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

Bulgari did not respond by press deadline.

Insider's peek

Over the course of the past few months Bulgari has shared its anniversary celebrations with consumers through 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. Instead of the usual timeline of achievements, Bulgari gives an update to iconic pieces to better incorporate the consumer into the anniversary celebration ([see story](#)).

Now, Bulgari is looking inward for consumers to understand how it was able to reach these achievements through a strong heritage and devotion to craftsmanship.

On social media, the jeweler has shared a post asking consumers to "take a journey into Bulgari's heritage and craftsmanship to celebrate the 130th anniversary." A link provided directs the consumer to a specific playlist page found on Bulgari's YouTube channel.



Bulgari
October 28

Take a journey into Bulgari's heritage and craftsmanship to celebrate the 130th Anniversary>> http://bit.ly/YouTube_130thAnniversary



BVLGARI
Celebrating 130 years

Social post on Facebook for the 130th anniversary film series

The total viewing time of the six featured videos is only 22 minutes allowing the consumer to easily watch in full, or view only what is of interest.

Bulgari's first video, only two minutes and 15 seconds long, takes the viewer to the jeweler's Rome boutique for the grand opening. The video begins with artisans, architects and interior designers looking over blueprints of the new store before the camera takes the viewer through each of the boutique's rooms.

Details such as lattice work and marble tables and floors are shown as commentary from Tiziana Cuscuna, managing director of Bulgari, Peter Marino, the project's architect, and Bulgari's interior design and visual merchandising director Silvia Schwarzer. The video concludes with the opening ceremony of the store attended by celebrities and VIP clients.

Embedded Video: [//www.youtube.com/embed/juBd0gfHe7s?list=PL2eQdNFmyj5iahCikZzJYQFbWHgdEweWE](http://www.youtube.com/embed/juBd0gfHe7s?list=PL2eQdNFmyj5iahCikZzJYQFbWHgdEweWE)

Bulgari - Rome grand opening

The second film animates the Vedute di Roma etchings of Giovanni Battista Piranesi and includes collection pieces by Bulgari. The jeweler's pieces are incorporated into the etchings before the view can note that artwork is part of a Bulgari display case.

In the third, fourth and fifth video, Bulgari concentrates on product ranges and quality with

clips devoted to “Heritage and Craftsmanship,” “A Passion for Leather” and “Design & Absolute Precision.”

For Heritage and Craftsmanship, the viewer is introduced to president Paolo Bulgari, creative director Lucia Silvestri and Bulgari’s head of fine jewelry Giampaolo Della Croce. The three talk to the viewer about the influence Rome has had on Bulgari, the role gemstones play in its designs and the artistic process that leads from drawing room to artisan to final piece.

The minute-long A Passion for Leather shows the viewer a group of craftswomen working on a leather handbag from drawing board to raw materials to the final touches being added.



Craftswoman cutting snakeskin leather for a Bulgari handbag, video still

Bulgari turned to Jean-Christophe Babin, CEO of Bulgari Group and Fabrizio Buonamassa, watch design center director for the Design & Absolute Precision video. In this clip, the viewer learns of that the jeweler’s watches are inspired by its own archives and Rome, but that its partnership with Swiss manufacturers is essential to the continuation of the range.

The longest of Bulgari’s videos is the nine-minute “The Dream” dedicated to Bulgari by Italian film director Paolo Sorrentino. The short film tells the story of a woman who thinks she is dreaming only to find she is trapped in Purgatory with a collection of spirits, including her parents, a ballerina troupe, an alpine skier and others.

In the film, Purgatory happens to be the Bulgari boutique in Rome, but the spirits must leave the store right before it opens to not disrupt the living consumers. The film ends with the spirits running out of the front door and go their separate ways only to conceivably reconvene at Bulgari again at night.

Embedded Video: [//www.youtube.com/embed/juBd0gfHe7s?list=PL2eQdNFmyj5iahCIkZzJYQFbWHgdEweWE](https://www.youtube.com/embed/juBd0gfHe7s?list=PL2eQdNFmyj5iahCIkZzJYQFbWHgdEweWE)

Paolo Sorrentino dedicates The Dream to Bulgari

Bulgari's YouTube playlist for its 130th anniversary can be found [here](#).

Documentary footage

An authorized documentary works to strengthen brand awareness among the general public as well as enthusiasts who tune in. Documentaries give a brand the leverage of positioning its behind-the-scenes world in a way that heightens its craftsmanship, quality and heritage.

For instance, British jewelry maison Boodles celebrated its more than 200-year heritage with a television documentary that followed the brand's creative process for a high-jewelry emerald necklace.

Boodle's "The Million Pound Necklace: Inside Boodles" aired March 23, 2014 on Channel 4 in Britain. Screening a documentary for a location-based audience will build awareness among local consumers who may be unfamiliar with the heritage and craftsmanship of the house ([see story](#)).

Although Bulgari's anniversary video effort is not a full feature film, the topics covered reflect what is most important to the brand.

"[The videos] juxtapose the splendor and history of Rome with Bulgari's own evolution in thoughtful classic Roman design, artisan hand-made craftsmanship and symbolic Rome-inspired architecture of their retail stores," Ms. DeBroff said.

"Diving into each of their product specialties, from colorful semi-precious stones mixed with precious gems that form the cornerstone of their jewelry, to hand glued and crafted leather goods, to the precision of watches ticking against the background of timeless Roman architecture, the videos' sublime message leaves consumers feeling that the intense craftsmanship creates the value behind Bulgari's luxury prices," she said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/FOsGxD9VoUY](https://www.youtube.com/embed/FOsGxD9VoUY)

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