

INTERNET

Bulgari leads consumers to the sea for first Aqua fragrance for women

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Bulgari's Aqua Divina

By JEN KING

Italy's Bulgari is drawing inspiration from fine art and the sea to market its latest fragrance to "charismatic and radiant" female consumers.

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Traditionally associated with its jewelry designs, Bulgari often links its secondary lines to the codes of its brand and the mediums used to create its pieces. For its fragrances especially, Bulgari draws connections between precious stones set in its jewelry to the decanters of its perfumes along with Mediterranean influences that are explored via a dedicated Web page housed on the brand's site.

"A fragrance customer is going to make their buying decision when they are in the store and able to smell the product," said Brittany Mills, director of digital marketing services at [Mobiquity](#), New York..

"A Web site is necessary for a product launch of any type because of the awareness and SEO factor but does not change a buyer's interest in the fragrance if the site is not innovative," she said. "The in-store experience is what drives the purchase."

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

Bulgari did not respond by press deadline.

Scents and jewels

In a social media post Buglari cites Sandro Botticelli's painting "The Birth of Venus" as its inspiration. The painting, completed in 1485, has become an icon of femininity and is one of the best known and appreciated pieces of art.

"I believe that the connection to Botticelli's The Birth of Venus is subtle and not overpowering so that it provides for attractive photography but the fragrance doesn't lead with that image," Ms. Mills said. "Bulgari is a brand that represents class, elegance and history so the connection is on brand and represented well through the product design and campaign."

Other social posts shared by Bulgari echo the sentiment of femininity by describing the Aqua Divina fragrance as "charismatic and radiant" while a third post explores the brand's Italian heritage calling the scent a "a precious jewel of the Mediterranean."

Facebook by Bulgari for Aqua Divina

In each post Bulgari shared campaign imagery featuring model Magdalena Frackowiak as well as a link to explore the Aqua Divina fragrance further.

On its Web site, the consumer is welcomed by an image of Ms. Frackowiak alongside text that read "Bulgari Aqua Divina, the new solar jewel." Set against a sunlit background, the model wears a large beaded necklace and drop earrings to keep Bulgari's primary focus in mind.

The following section shows the Aqua Divina bottle, embraced by the necklace worn by Ms. Frackowiak, but laying in a shallow puddle. A text box encourages the consumer to "discover" the new women's fragrance, but the click-through lands on Bulgari's full range of female and masculine scents, as well as those for babies.

Back on the main site for Aqua Divina, consumers can flip through a two-slide gallery containing the print campaign created for the fragrance. Below, a video adaption of the print campaign can be viewed.



The video begins with Ms. Frackowiak sitting by the sea wearing a light colored gown and

Bulgari necklace. Following scenes shows her floating on her back before she is joined by a male character.

Together the pair swims underwater and performs a sort of dance while submerged. As the video ends, Ms. Frackowiak is sitting on by the sea once again.

Bulgari's fragrance campaigns for its Aqua male scents often take place in or near the sea, so for the brand's first female scent in the line, this correlation is likely noted by enthusiasts. Combining a known effort to be applicable to a female audience reflects Bulgari's consistency and product cohesion.

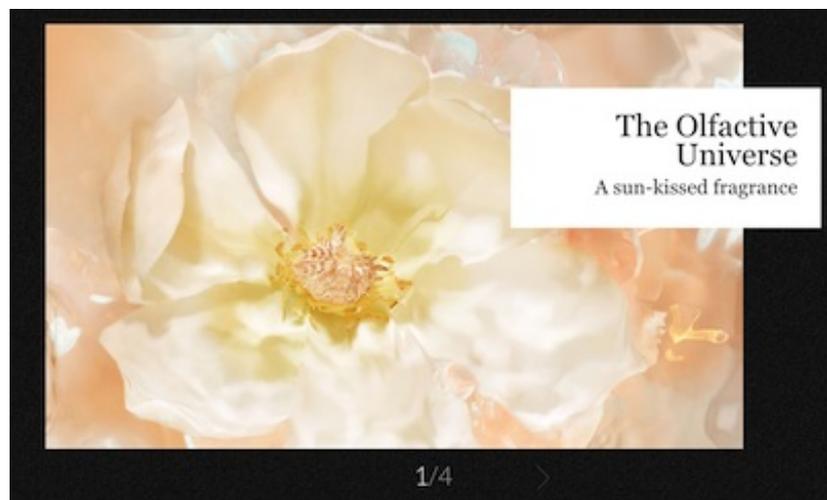
Embedded Video: <https://www.youtube.com/embed/A4ydJTKzBpQ>

Bulgari Aqua Divina: The new fragrance for women

To educate consumers regarding the fragrance's ingredients, Bulgari included a slideshow that includes large images of the "sun-kissed" scent's elements. Aqua Divina's ingredients include top notes of salty bergamot, pink ginger, heart notes of magnolia and sunlit quince and base notes of nude amber and beeswax.

This is followed by a 73-second interview with the master perfumer behind Aqua Divina, Alberto Morillas. In the interview, Mr. Morillas walks the viewer through the creative process, describing the ending fragrance as a "flower that emerge[d] from the sea foam."

He also summarizes that a perfumer's greatest accomplishment is a scent that can be imaged to be created by nature.



Bulgari's Aqua Divina is available in 25 ml, 40 ml and 65 ml bottles of eau de parfum as well as a shower gel and lotion. Buglari does not allow for ecommerce on its Web site, but the consumer can favorite the item or locate a nearby store for purchase.

Elements

For its fragrance marketing, Bulgari uses the natural elements as defining factors in its visuals and as inspiration.

Last year for instance, Bulgari developed a microsite for Aqua pour Homme and new to the jeweler's fragrance offerings, Aqua Amara. The microsite positioned the two fragrances as worldly elements to help consumers select which scent would be best for

his taste, style and personality ([see story](#)).

Bulgari also likens its perfumes to the gemstones used in its jewelry.

For example, Bulgari expanded its Omnia fragrance collection with the addition of the Indian Garnet scent to forge a connection between the jeweler's work with the precious stone in its designs to its perfume portfolio.

Bulgari has used the garnet stone, along with amethyst, coral and rock crystal, in many of its designs due to its vibrant coloring and because competitors strayed away from incorporating these gems into their pieces. Drawing a connection from its jewelry designs will help Bulgari enthusiasts make sense of the "olfactory poem" since the brand is not immediately associated with fragrance via its microsite ([see story](#)).

This angle is explained further by the incorporation of either text or filmed content. Bulgari is able to better conceptualize its inspiration through an interview with its master perfumer.

"Content in any form provided by the designer, visionary or creator is valuable to fashion and luxury brands," Ms. Mills said. "It helps to make a connection with the customer.

"However, when leveraging video content in your campaign, a brand must ensure that it is at a small enough size so that it doesn't slow load times," she said. "Bulgari's Web site seems to be slower than normal because of the video content and might frustrate Web visitors."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/p0c8ua5SGXk>

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