

ADVERTISING

Bulgari ushers in new "golden age" with Serpenti-inspired scent

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Bulgari Goldea fragrance

By STAFF REPORTS

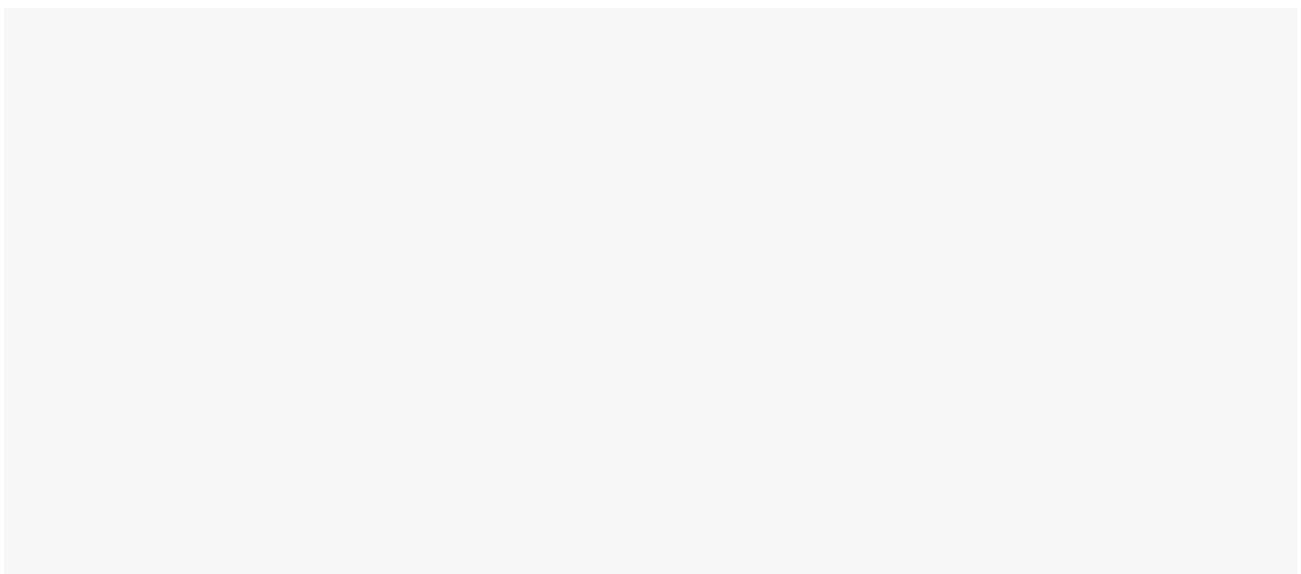
Italian jeweler Bulgari is illuminating the powerful yet feminine traits of its Goldea Eau de Parfum with a radiant campaign.

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Both the notes and campaign for Goldea were inspired by the sun, which translated to a solar campaign video showing model Isabeli Fontana's dramatic quest towards the scent up a golden staircase. Capturing the essence of a fragrance on film can be a difficult task, but Bulgari's use of an iconic piece of its history throughout the effort may help inspire consumer interest in the scent equivalent of Serpenti.

Scent profile

Bulgari shared snippets about Goldea to its social media audience. A 20-second video shows the bottle in close-up, with the eventual depiction of a solar eclipse.



You are invited on an exceptional olfactory journey. A metaphor for the most divine elements of Bulgari style, the new golden age has arrived. Discover Goldea now #Bulgari #BulgariRoma #luxury #luxurylifestyle #style #fashion #luxurystyle #parfume #fragrance #Serpenti #Goldea

A video posted by BVLGARI (@bulgariofficial) on Oct 5, 2015 at 8:33am PDT

Bulgari sends consumers to a dedicated page of its Web site to explore the scent further.

Here, in a video, master perfumer Alberto Morillas explains that Goldea mirrors the daily changes of the sun, from the renewed sense at morning light, to the heat of midday blaze and a sunset's feel of nostalgia. Raw materials such as papyrus and patchouli wood blend with Bergamot and a floral accord featuring Ylang Ylang.

He goes on to explain that wearing the scent creates the same regal demeanor in a woman as wearing a piece of Bulgari jewelry.

The print campaign shows side-by-side images, one of the bottle basking in sunlight and the other showing Ms. Fontana resting her head on a Serpenti-bedecked arm, mirroring the shape of the bottle beside her.

A 45-second video campaign shows the model slowly ascending a staircase in the middle of a desert under a hot sun. She wears a black gown and a Serpenti necklace and bracelet, again making her one with the bottle.

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Discover Goldea >> <https://bvl.link/goldea>

Posted by **Bulgari** on **Tuesday, October 6, 2015**

Earlier this year, Bulgari drew inspiration from fine art and the sea to market its latest fragrance to "charismatic and radiant" female consumers.

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 and the decanters of its perfumes and also explores Mediterranean influences via a dedicated Web page housed on the brand's site ([see story](#)).

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