

IN-STORE

Bulgari helps consumers find inner diva within Harrods exhibit

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Elizabeth Taylor wearing Bulgari jewels

By STAFF REPORTS

Italian jeweler Bulgari will host a pop-up installation within British department store Harrods to explore some of its most glamorous celebrity fans.

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From Oct. 30 through Nov. 28, Bulgari's "Dolce Vita" interactive display in the exhibition space at the retailer will pay tribute to the house's famous patrons Elizabeth Taylor, Gina Lollobrigida, Ingrid Bergman and Anita Ekberg and enable consumers to have their own diva moment caught on camera. Giving attendees the opportunity to actively engage with the exhibition will likely leave a more lasting impact.

Star status

Bulgari's pop-up will show the relationship between the house and its starlets through original photography of them wearing Bulgari's jewels.

The interior of the space is designed in hues to mimic the brand's Via dei Condotti flagship in Rome. At a pop-up boutique, consumers can purchase limited-edition exclusive pieces created specially for Harrods, including a Diva pendant necklace, Octo timepiece and Serpenti Forever handbags.



Bulgari Diva necklace

Customers can book an appointment at a "Diva" lounge to try on high jewelry pieces and photograph themselves via a camera embedded in a dressing table. Each Saturday, a professional portrait photographer will be on hand to immortalize women in their favorite jewelry piece, much like the cinematic darlings featured in the exhibit.

Other maisons have found ways to give consumers a high-jewelry experience in an accessible way through Harrods.

Russian jeweler Faberg raised awareness of its heritage with an Easter-themed takeover of British department store Harrods.

Faberg-themed windows in the retailer told the house's history, while a pop-up shop hosts jewelry pieces and an interactive online platform in-store allows consumers to virtually try on merchandise and share the video on social media. This takeover allows Harrods to benefit from the buzz surrounding Faberg during the Easter season, and it gives Faberg a larger audience to share its history ([see story](#)).

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