

EVENTS/CAUSES

Bulgari continues children's cause with new bracelet design

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Bulgari Save the Children bracelet

By STAFF REPORTS

Italian jewelry brand Bulgari is tapping into Mother's Day sentiment with the launch of a new charitable bracelet.

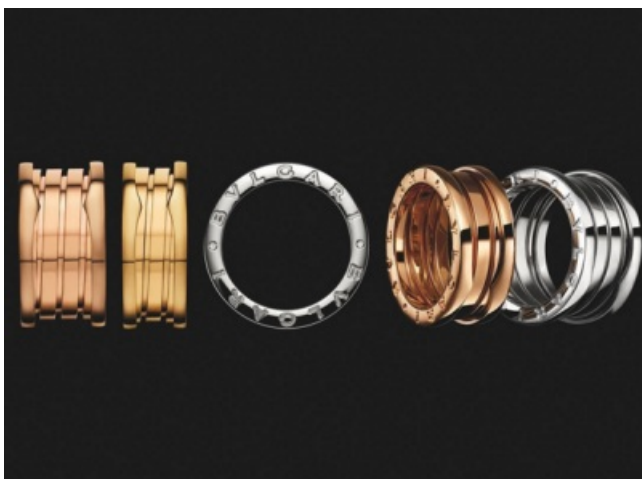
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The bracelet design, inspired by Bulgari's B.zero1 collection, will benefit the Save the Children organization, an NGO that supports the rights of children and provides support for youth living in developing nations. A meaningful gift with a worthy cause is likely to spur Mother's Day purchases of the bracelet as consumers plan gifts for mom.

A new way to help

Bulgari's new B.zero1-inspired bracelet is part of the Roman jeweler's ongoing philanthropic relationship with Save the Children. The bracelet features sterling silver and a black ceramic charm and will join the Save the Children ring and necklace pendant.

Starting in May, the Save the Children bracelet will be sold at Bulgari's global network of boutiques, select department stores and the jeweler's United States and Japanese Web site. Priced at \$510, \$100 of the retail price has been pledged to Save the Children.



Bulgari uses its B.zero1 collection as an inspiration for its Save the Children line

Bulgari's work with Save the Children has been highly successful. According to the jeweler, it has been the only

luxury brand to raise such a significant amount of money for a charitable cause.

As of 2016, Bulgari has raised \$42 million during its eighty-year partnership with Save the Children. In this time, Save the Children has aided 1 million children in 29 countries.



Bulgari Save the Children celebrity campaign

Last year, Bulgari tied its star-studded Save the Children charity campaign to a pre-Oscar soiree to heighten awareness for its cause.

To highlight its involvement in Save the Children, Bulgari hosted a "Stop. Think. Give." gala event Feb. 18, 2015 and documented the occasion on its Instagram account. Using social media allowed Bulgari enthusiasts to take part in the celebrity-attended event while also raising awareness for Save the Children's mission ([see story](#)).