

IN-STORE

Bulgari takes guerilla approach for last-minute Mother's Day push

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Bulgari store window in Hong Kong

By STAFF REPORTS

Italian jeweler Bulgari is conveying that jewelry is the only acceptable gift to celebrate mom through a street art takeover.

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The brand's store windows in Rome, Milan, Paris, London, New York, Tokyo and Hong Kong have been graffitied with florals and the message #JewelsNotFlowers. This unconventional Mother's Day display may catch consumers' attention as they are out looking for a last-minute present to honor their mother.

Taking it to the streets

This is the first global street art display curated by the brand. Each of the windows is different, with Bulgari tapping a different street artist to tag the panes in each city.

In New York, WERC wrapped a snake and pink blooms around the jewelry cases inside, letting the baubles remain visible from the street. In Paris, Stuart Semple took a less-is-more approach, decorating the brand's Avenue George V storefront with mod florals.



Bulgari storefront in New York

Taiwanese artist Ano decorated Bulgari's Hong Kong Harbour City windows with geometric blooms and insects in punchy colors.

Spreading the message beyond passersby, Bulgari has shared the window designs on social media. One post even shows CEO Jean-Christophe Babin wielding a spray can to decorate the brand's Sloane Street boutique in London.

While graffiti may not seem like an artistic medium capable of conveying a luxury image, a number of brands have proven otherwise, tapping into street art's organic creativity.

U.S. fashion label Marc Jacobs encouraged consumers to graffiti the wild postings of its spring ads throughout New York with their own art, speaking to the co-creation trend.

A social contest for New York Fashion Week told consumers to treat the brand's creative as their canvas, using it as the backdrop for their own art. Once they had tagged the art, they were told to post and hashtag a photo for the chance to attend the brand's show on Feb. 18 ([see story](#)).