

JEWELRY

## Bulgari plants its roots at Barneys New York

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*Bulgari Serpenti Forever handbag*

By STAFF REPORTS

Italian jewelry brand Bulgari is inviting consumers to slither into its garden installation at retailer Barneys New York's Madison Avenue flagship.

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After Barneys' creative team was invited to visit Bulgari's recently renovated flagship in Rome, the pair planned out a collaborative pop-up exploring the jeweler's DNA through its Serpenti Collection, known for its signature serpent motif. The pop-up opened June 8 and marks the first time Barneys is carrying Bulgari's designs.

### Snakecharmer

The collaboration is site-specific to Barneys' Madison Avenue flagship department store and features a large visual display to bring the Bulgari brand to life for the retailer's discerning consumers.

Found on the first floor of Barneys, the Garden of Bulgari includes a tree made of gold tones. The display tree, symbolizing strength and wisdom, features snakes scale cutouts serving as its leaves. The scale-leaves create a shimmering effect and lighting play that reflects down upon pieces from the Serpenti Collection.



*Bulgari tree display at Barneys New York on Madison Avenue*

Bulgari repurposed its tree at Barneys from its Baselworld 2016 display, which has been slightly reimagined and customized for the department store.

"Everything Bulgari does, including this tree, is on the level of fine jewelry – executed in the most immaculate, artisanal way," said Dennis Freedman, creative director at Barneys, in a statement on the retailer's [The Window blog](#).

The jeweler's Serpenti Collection features the brand's snakehead motif. Bulgari established the snake as its signature in the 1960s to embrace the motif's symbolism of beauty, strength, rebirth and seductiveness.

Bulgari's collection includes handbags with snake closures, watches where the face is hidden within a serpent's mouth and jewelry that incorporates the sleekness of the reptile's shape and scales, among other pieces.



*Bulgari Serpenti Forever handbag*

The Bulgari tree will be on display through July 31, while the Serpenti Collection is available only in-store. Pieces in the collection range in price from \$290 to more than \$200,000.

In March, Bulgari paid tribute to the enduring symbolism of the snake through an exhibit at the Museo di Roma-Palazzo Braschi.

SerpentiForm explored humans' longstanding use of serpent iconography to represent concepts as diverse as rebirth and seduction. This installation, curated by Bulgari heritage curator Lucia Boscaini and the house's brand heritage department, allowed the jeweler to showcase the ways the snake has intertwined with its own history ([see story](#)).

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