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JEWELRY

## Bulgari highlights la dolce vita in exuberant effort

October 14, 2016



*Lily Aldridge for Bulgari's Lagerthan Life campaign*

By STAFF REPORTS

Italian jeweler Bulgari has embodying its grand lifestyle in a new brand campaign that urges consumers to live each day to the fullest.

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"Larger than Life" was shot by Mario Testino in the heart of Rome, with model Lily Aldridge serving as brand ambassador and muse. Along with representing its design aesthetic, this campaign connects Bulgari to an overall persona and way of being.

### Living large

In the ads, Ms. Aldridge wears jewel tone attire paired with white or black, reminiscent of the colorful settings in some of the gemstone pieces she models. The streamlined silhouettes of her wardrobe allow the jewelry to stand out.



*Buglari's Larger than Life campaign*

Along with jewelry featuring Bulgari's Serpenti motif, the campaign face wears baubles from the brand's Diva and

B.zero1 collections.

Getting consumers more acquainted with the ambassadress it appointed in September, Bulgari includes an interview with the model on its dedicated campaign page. The brand also includes a quote about the women who have worn Bulgari before her.



*Lily Aldridge for Bulgari*

These previous spokesmodels include faces such as Julianne Moore and Carla Bruni. Ms. Aldridge, while not a traditional celebrity, is a household name with millions of Instagram followers due to her status as a Victoria's Secret Angel and her appearances in the Sports Illustrated Swimsuit Issue.

#### *Bulgari - Larger than Life*

Bulgari's Larger than Life campaign broke on Oct. 14, with placements in November issues.

Before she was officially named a Bulgari ambassador, Ms. Aldridge appeared in the brand's charitable effort for Save the Children.

The latest campaign in the brand's seven-year collaboration with the youth-focused charity asks consumers to #RaiseYourHand. Leveraging the power of celebrity, the effort includes famous faces including Meg Ryan and Naomi Watts leading by example ([see story](#)).

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