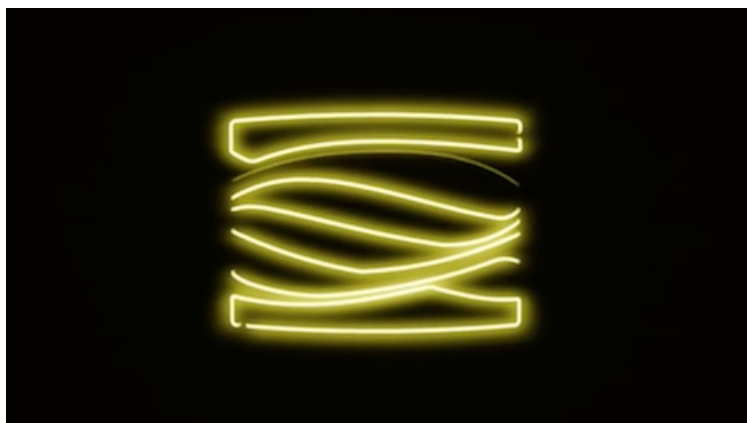


JEWELRY

Bulgari reworks architectural form of B.zero1 with design legend's assistance

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Bulgari's B.zero1 Design Legends by Zaha Hadid, video still

By JEN KING

Italian jeweler Bulgari is bringing modern architectural design to its Roman Colosseum-inspired B.zero1 jewelry range.

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Back in 1999, Bulgari designed three different prototypes to usher in the new millennium, with the uniform gold design ultimately being revealed to the world under the name B.zero1. Considered a "perfect mistake," as the original was deemed an unsuitable fit for the year 2000, Bulgari's concept has been expanded on since its debut almost 20 years ago ([see story](#)).

Bulgari was reached for comment.

Design legends

Bulgari's latest B.zero1 collection brings together two design legends: the LVMH-owned jeweler known for its unconventional use of materials and colored-gemstones and architect Dame Zaha Hadid, known for her futuristic building designs.

The B.zero1 collection was launched posthumously, as Dame Zaha passed away unexpectedly in March 2016. Since the collaboration was likely in the works for some time before Dame Zaha's death, the collection is likely to draw interest from fans of her work.

As a frequent luxury brand collaborator, wearable and small-scale designs, such as home wares and jewelry, designed by Dame Zaha are very popular. Over the course of her career, Dame Zaha collaborated with the likes of De Beers, Georg Jensen, Harrods and Lalique ([see story](#)).

It is likely that Bulgari's "Design Legend" moniker for the B.zero1 collection is tied in with the noted work of Dame Zaha.

On a landing page created for the B.zero1 Design Legend collection, Bulgari first plays a short video that reads, "Two design legends come together to create perfection."



Bulgari B.zero1 Design Legend by Zaha Hadid

As the text fades away, an illuminated outline of the B.zero1 Design Legend, redesigned by Dame Zaha, is shown. Throughout the site renderings of Dame Zaha's architecture are shown.

From there, consumers can either select Experience, Inspiration or Collection to explore B.zero1 Design Legend further.

The Experience tab brings consumers to a virtual reality experience. The teaser video, a precursor to an upcoming in-store activation in London, shows an HTC Vive virtual reality headset before diving into an interactive experience that repurposes the B.zero1 Design Legend ring into a life-size building and lets the viewer explore a Bulgari boutique.

In Bulgari's Inspiration tab, the jeweler states, that just as it "revolutionized the aesthetic codes of traditional jewelry, Zaha Hadid has liberated architectural geometry by creating highly expressive, sweeping fluid forms of multiple perspectives."

The resulting ring combines Bulgari's bold, geometric design with Dame Zaha curvaceous signature. Available in two sizes and a choice of rose or white gold, the B.zero1 Design Legend ring retails for between \$2,050 and \$2,400.

Bulgari B.zero1 Design Legend by Zaha Hadid

Bulgari's mini site for the B.zero1 Design Legend by Zaha Hadid can be found [here](#).

It's mutual

Appropriate and effective branded partnerships must reflect the collaborators' mutual understanding of the target consumer, according to a WealthEngine executive at Luxury Interactive 2014.

Partnerships often develop between like-minded brands who share similar consumers, but occasionally a collaboration can seem disjointed if not properly executed. With partnerships ranging from joint products to digital content, marketers must ensure that the results are relevant and on-brand to resonate with consumers ([see story](#)).

For example, British jeweler De Beers' "Moments in Light" campaign included a portrait series of talent women across industries to pay tribute to their individual accomplishments.

Photographed by Mary McCartney, the series profiled Dame Zaha, model/designer Liya Kebede, musician Diana Krall and actress/singer Karen Mok. The Moments in Light campaign aimed to capture the "brilliance" of these women just as De Beers aims to "honor the light" of a diamond ([see story](#)).

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