

JEWELRY

Bulgari opens sustainable jewelry manufacturing facility in Italy

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Manifattura Bulgari in Valenza, Italy

By STAFF REPORTS

LVMH-owned jeweler Bulgari is growing its production capabilities with the creation of a new site in Valenza, Italy.

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On March 17, the brand officially inaugurated the facility, adding to its existing network of Italian manufacturing plants. Manifattura Bulgari is dedicated to producing the brand's main jewelry line, allowing the label to better meet rising global demand.

Made in Italy

Committed to retaining its made in Italy positioning, Bulgari's merchandise is produced almost exclusively in its home country. Its high-jewelry is made in Rome, accessories are created in Florence, silk is produced in Como and its perfumes come out of Lodi.

The only exception to its made in Italy strategy is the brand's watch collection crafted in Switzerland.

Now, Bulgari has chosen Valenza for a new plant, drawing on the location's heritage of goldsmithing.

Split between two buildings, the total 151,000-square-foot Manifattura Bulgari is housed in a former farmhouse.



Courtyard within Manifattura Bulgari

One of the two structures, the Cascina dell'Orefice, was originally the home of Valenza's first goldsmiths in the early 1800s. Architects Open Project added a glass-encased wing to the building, which holds three floors of production facilities, which will make its main jewelry line.

The project was designed to minimize the environmental impact, and the brand expects full Leadership in Energy and Environmental Design (LEED) certification by the end of the year.

The Manifestation of Manifattura Bulgari

With the opening of this new facility, Bulgari is also inaugurating its Jewelry Academy. New employees will come through this program to learn about jewelry making.

While the site has room for 42 students, the first class of artisans numbers 21.

"This new facility is a perfect fusion of past and present, bringing together a love of beauty and the artisanal savoir-faire that has made Italy the world leader in jewelry and goldsmithing," said Jean-Christophe Babin, CEO of Bulgari, in a statement.

LVMH's watches and jewelry category recorded organic revenue growth of 5 percent throughout 2016 with continued growth in markets such as China, South Korea and the Middle East. Bulgari specifically grew its market share during the year through a focus on its Serpenti, Diva and B.zero1 lines ([see story](#)).