

JEWELRY

Bulgari uses geometry to flaunt non-traditional timepiece

May 3, 2017



Bulgari's Octo timepiece

By STAFF REPORTS

Italian jeweler Bulgari is thinking "out of the round" in a social media campaign for its men's Octo timepiece.

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To promote the watch, which features an octagonal face, Bulgari has developed creative that positions the Octo as an alternative to the traditional. While the series leans on text, Bulgari has made thematic choices with its type that make its posts more noticeable.

Getting around

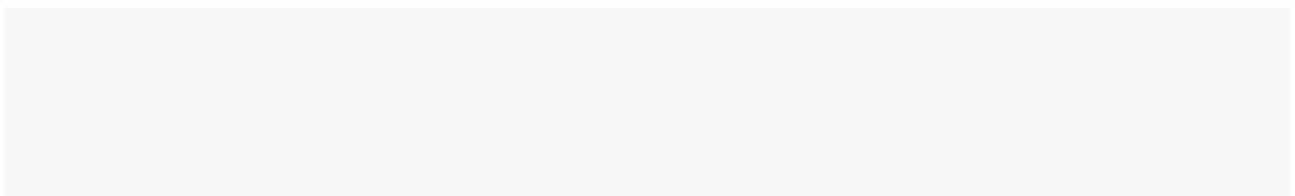
Bulgari's Octo timepiece features a circle sitting atop a square, which together form an octagon.

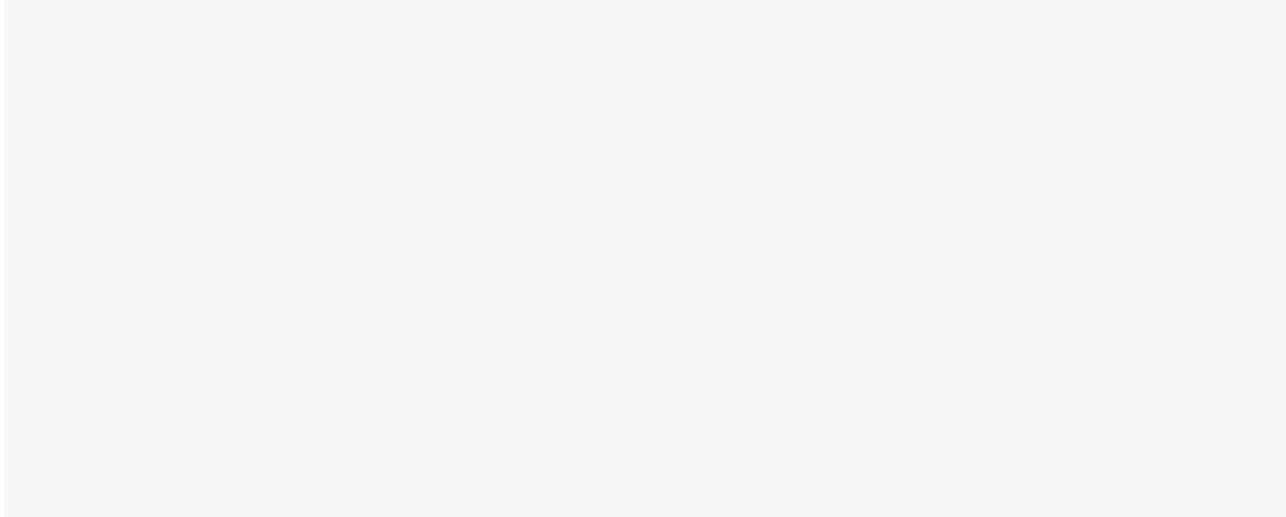
The brand is using this unconventional shape to differentiate the watch collection on social media. In a series of Instagram posts featuring the hashtag #LifeIsNotRound, Bulgari asks questions such as "What symbolizes the geometry of perfection?"

Adding a playful touch, the letter O has been removed from these lines, taking out the round from the sayings.

A short film takes consumers on a journey into a mechanical, geometric universe, as openings click into place around the camera's perspective while it pans.

Eventually, after being led through a series of locking elements, the viewer arrives at a pedestal, which holds a single Octo watch.





Discover the new #OctoRoma, the essence of which lies in its unconventional shape #Octo #LifelsNotRound
#Bulgari #Bulgariwatch

A post shared by BVLGARI (@bulgariofficial) on Apr 30, 2017 at 6:28am PDT

Bulgari's efforts frequently focus on positioning its jewelry as architectural pieces or technological innovations. The brand recently brought modern architectural design to its Roman Colosseum-inspired B.zero1 jewelry range. 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](#)).

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