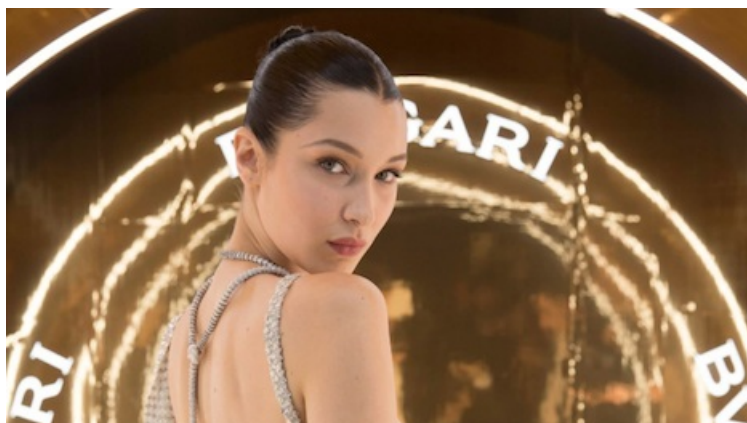


FRAGRANCE AND PERSONAL CARE

Bulgari extends Bella Hadid relationship to fragrance pillar

May 25, 2017



Bella Hadid at a Bulgari event in Milan

By STAFF REPORTS

American model Bella Hadid is continuing her reign over luxury brand marketing through a newly inked partnership with Italian jeweler Bulgari.

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Earlier this year, Ms. Hadid was announced as the ambassador of Bulgari's fall 2017 campaign for accessories and eyewear ([see story](#)). The brand is now extending its connection to Ms. Hadid by making her the face of a new fragrance within the Goldea collection.

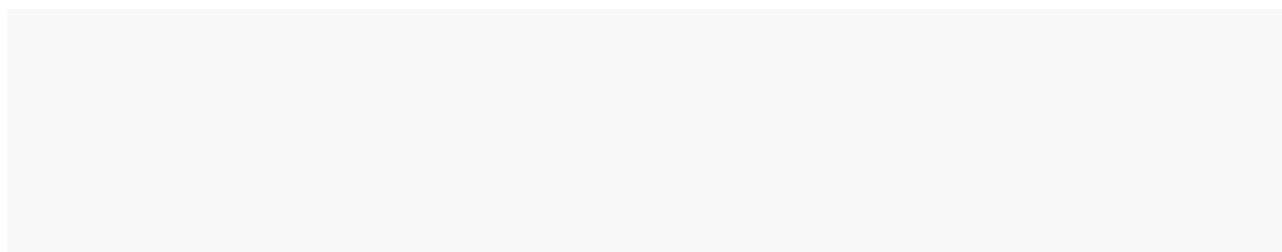
On the Spanish Steps with Bulgari

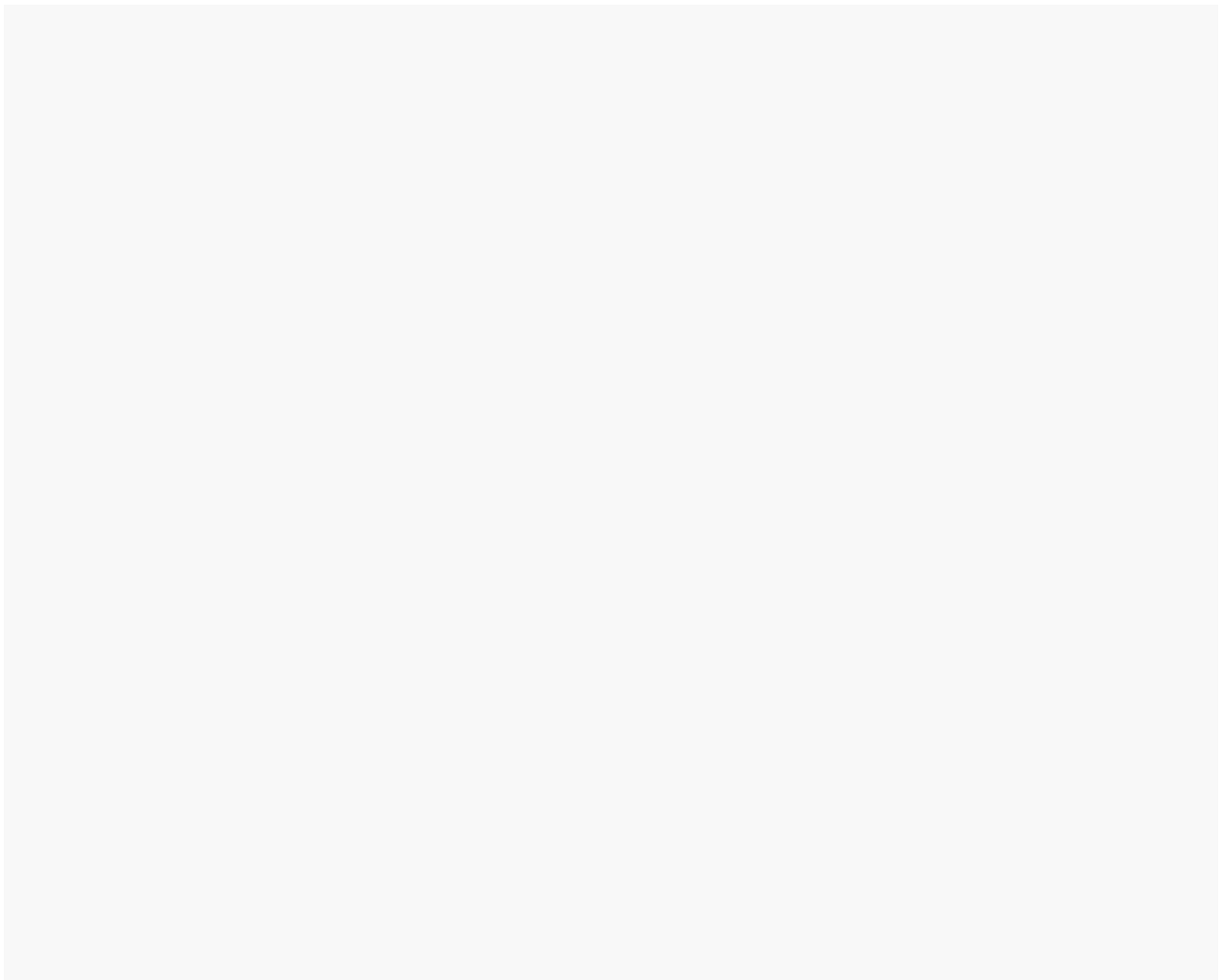
The LVMH-owned jeweler kept the reveal under wraps, opting to keep building anticipation on Instagram.

In a series of posts, Bulgari invited consumers to tune into Instagram Stories on May 24 to find out who would be the face of its new Goldea The Roman Night fragrance.

The reveal was staged in Rome at the Spanish Steps, a location close to Bulgari's heart, and through the use of Instagram Stories, the jeweler's global audience was able to participate in the event.

Bulgari gave its followers a single clue – the back of a woman balancing on the railing of the Spanish steps wearing a long black gown. The caption reads, "Who could she be?" prompting many Bulgari followers to guess.





Who could she be? On May 24th, we'll be revealing the official ambassador for our newest fragrance Goldea The Roman Night. Join us at 8:30, at the Spanish Steps in Rome or follow live on our Instagram stories.
#GoldeaRomanNight

A post shared by BVLGARI (@bulgariofficial) on May 23, 2017 at 5:10am PDT

A portion of Bulgari followers guessed correctly with many feeling Ms. Hadid is a perfect fit for the upcoming fragrance effort. In addition to her work as a Bulgari ambassador, Ms. Hadid is also the primary spokesperson for Dior Beauty and her other collaborations have included work with Moschino, Fendi, Versace and Tag Heuer to name only a few.

Photographer Glen Luchford photographed the Goldea The Roman Night ad campaign. Shot in Rome, the campaign will show Ms. Hadid leaving a society party to join friends on a rooftop.

Bulgari's Goldea The Roman Night was developed by Alberto Morillas. As an oriental floral fragrance, Goldea The Roman Night has top notes of mulberry, bergamot and black pepper. Middle notes are jasmine, rose, tuberose and peony while its base notes feature vetiver, patchouli, black musk and moss.

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