

JEWELRY

Bulgari stages jewelry style retrospective on Instagram

June 16, 2017



Bulgari was one of the first to mix colored stones and diamonds in high-jewelry. Image credit: Bulgari

By STAFF REPORTS

LVMH-owned jeweler Bulgari is traversing the decades on Instagram to give its younger enthusiasts a glimpse of its past creations.

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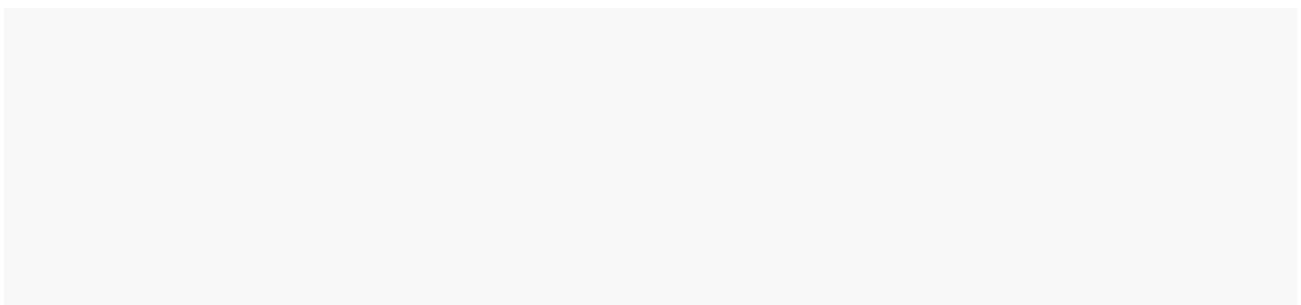
Millennial and Gen Z consumers use Instagram far more than other platforms, making the image sharing app an ideal platform for discovery. For Bulgari, the majority of millennial and Gen Z consumers are priced out of its high-jewelry category, but they may be intrigued to learn its history.

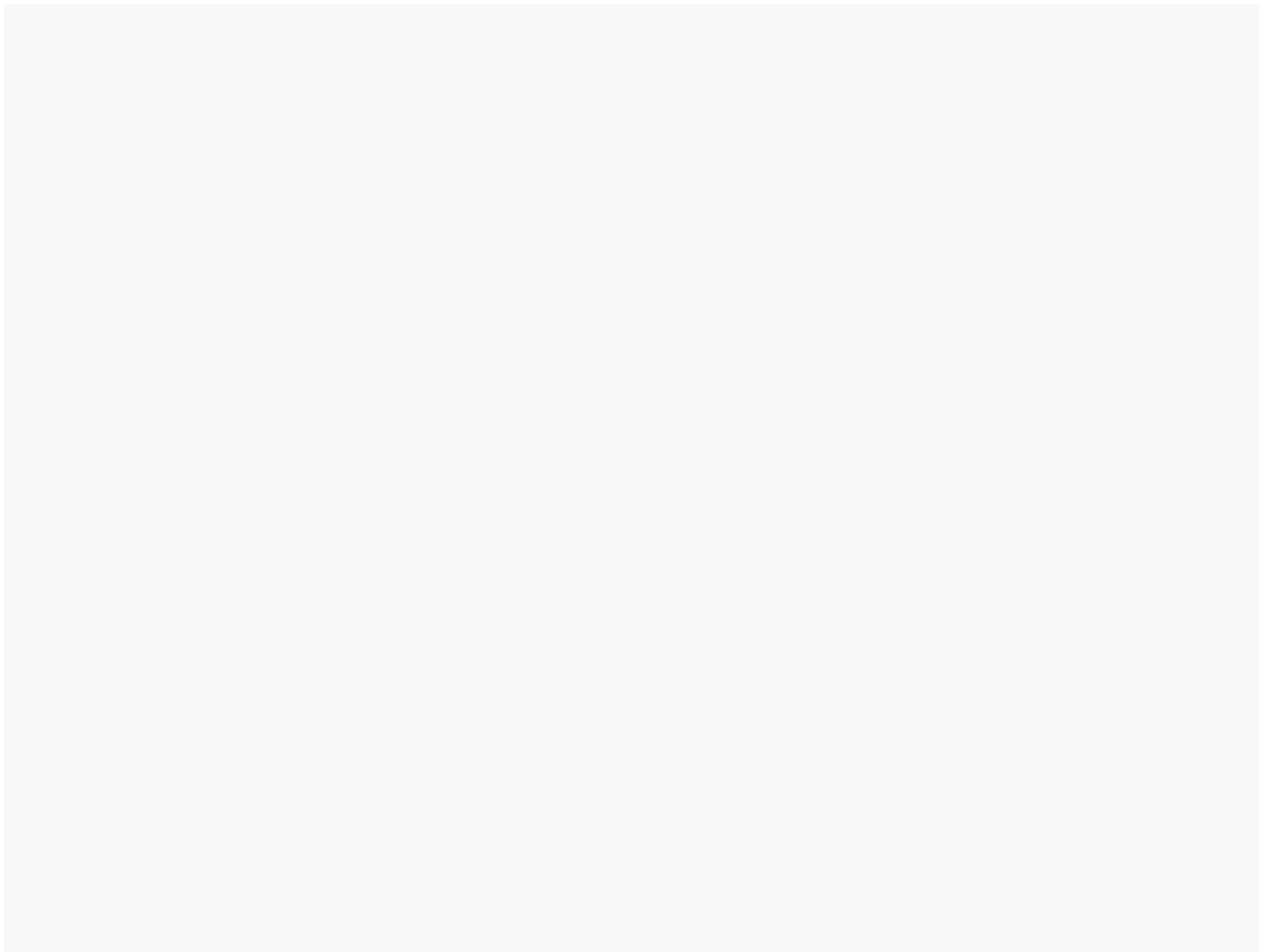
A trip down memory lane

Bulgari begins with an image of model Claudia Cardinale wearing a large statement necklace with blue, green and red precious stones and diamonds. The caption explains that Bulgari's daring and joyful style captured the "Dolce Vita era perfectly."

Through posted text, video and imagery, Bulgari explains, with examples, how its collections of unique jewels come from "the perfect mixture of genius and colored gems."

Bulgari takes pride in being the first house to mix diamonds and colored gemstones during the 1960s.





Daring and joyful, Bulgari jewels from the 60s explode with the panache that captures the Dolce Vita era perfectly
#BulgariHighJewelry #HighJewelry #Bulgari60s

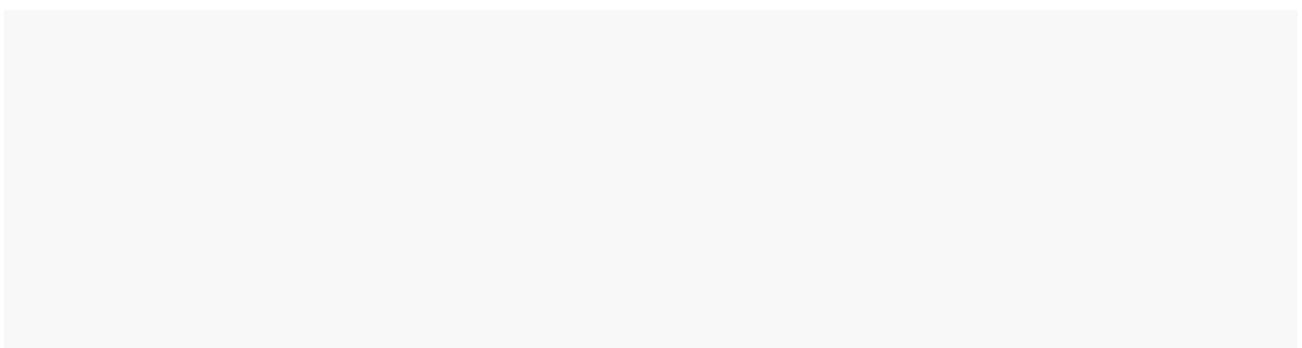
A post shared by BVLGARI (@bulgariofficial) on Jun 5, 2017 at 6:09am PDT

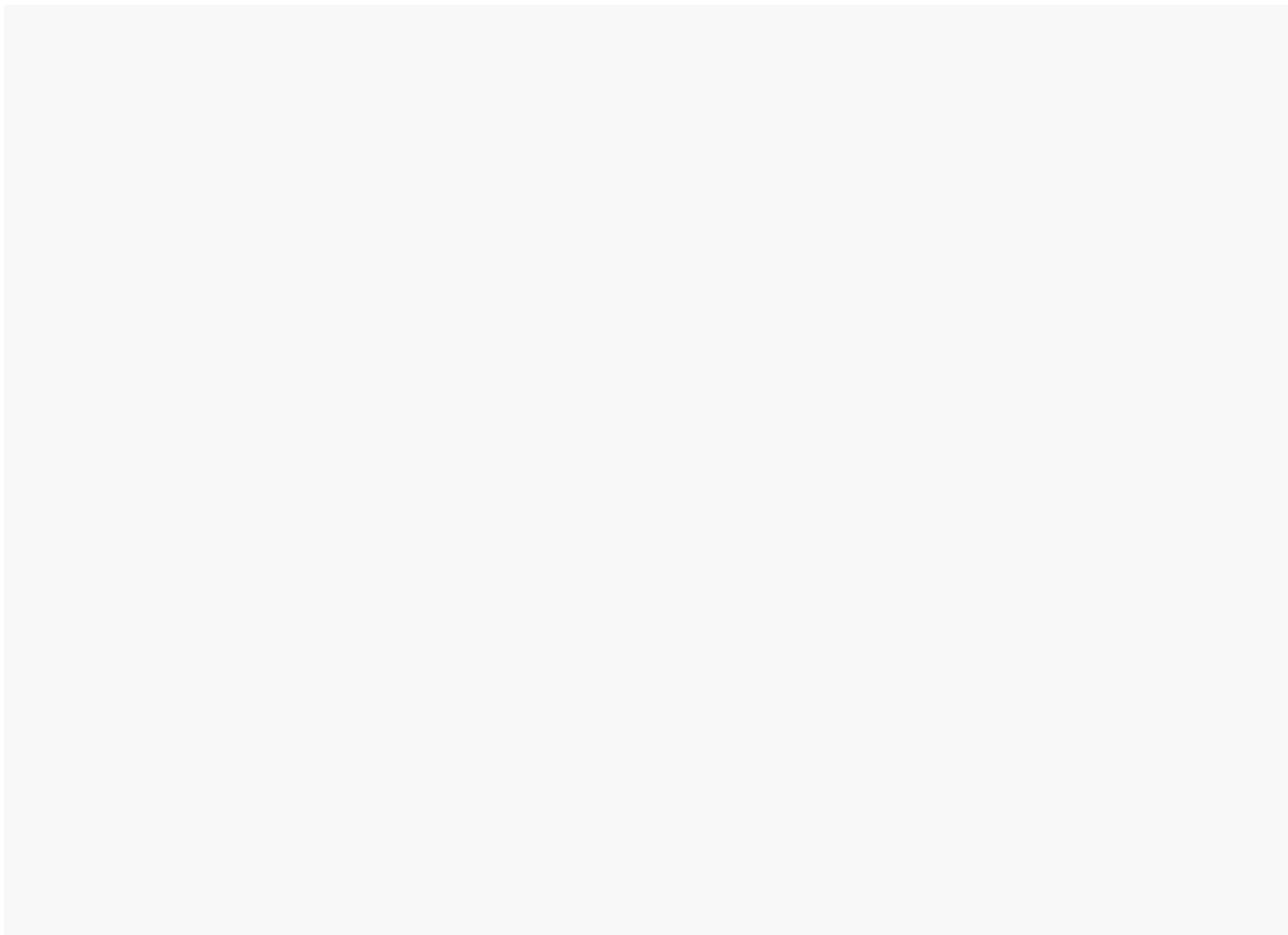
During the 1970s, Bulgari continued its mix of colored stones and diamonds, but expanded its design inspiration to cultures far and wide to celebrate the diversity of the decade.

In a style the brand describes as "a glam-hippie sense of wanderlust," Bulgari's designs borrowed from cultures for a timeless look that had exotic undertones.

Similarly, Bulgari embraced the "bold glamour" of the 1980s through pieces of opulence, volume and avant-garde expression. During this time, Bulgari also embraced Roman motifs through the use of reproduced coins.

The last decade to be explored by Bulgari is the 1990s, summed up as being "more is more." While the decade may have been over-the-top in many ways, the 1990s also saw social causes taking on new meaning, inspiring high-jewelry such as Bulgari's Naturalia collection.





The 90s ushered in an era of new creativity and introspection. Social causes took on new meaning and inspired jewels like Bulgari's Naturalia collection @amandawellsh @gian.paolo.barbieri Tap on the link in bio to know more . . . #BulgariHighJewelry #HighJewelry #Bulgari90s #jewelry

A post shared by BVLGARI (@bulgariofficial) on Jun 15, 2017 at 9:27am PDT

Bulgari also redirects its Instagram followers to its Web site to learn more about specific pieces designed during the four decades explored.

The Roman jeweler often partners with physical museums to explore its brand codes, whether it be its Italian heritage, its connection to fashion or motifs such as the Serpenti.

For instance, Bulgari paid tribute to the enduring symbolism of the snake through a 2016 exhibit at the Museo di Roma-Palazzo Braschi.

SerpentiForm explored humans' longstanding use of serpent iconography to represent concepts as diverse as rebirth and seduction. The installation, curated by Bulgari heritage curator Lucia Boscaini and the house's brand heritage department, allowed the jeweler to showcase the ways the snake has intertwined with its own history ([see story](#)).

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