

JEWELRY

Bulgari heads to the movies for limited-edition showcase

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Promotional image for Bulgari's Galeries Lafayette pop-up. Image credit: Galeries Lafayette

By STAFF REPORTS

Italian jeweler Bulgari is paying homage to classic cinema through a pop-up at Galeries Lafayette.

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For its Pop (Up) Corn, Bulgari took inspiration from Italian films of the 1960s, which helped propel the house to fame. This playful theme spans an in-store pop-up and window takeover, allowing Bulgari to gain the attention of both shoppers and passersby.

Bulgari with butter

Bulgari's pop-up is situated at the Rue Mogador entrance of Galeries Lafayette's Hausmann flagship store. Here, a lit carousel will display the house's latest merchandise, including limited-edition jewelry, watches, leather goods and sunglasses.

For instance, Bulgari's Divas' Dream collection is crafted in rose gold with diamond and pink opal, a precious stone being used in this style for the first time. Bulgari's fan-shaped Diva line takes inspiration from Elizabeth Taylor's makeup for her title role in the film "Cleopatra."

Bulgari's Serpenti timepiece was also given a limited-edition look with the addition of a mother of pearl dial.



Promotional image for Bulgari's pop-up at Galeries Lafayette. Image credit: Galeries Lafayette

The cinematic concept continues in 11 of Galeries Lafayette's windows. Serpenti handbags take on the role of audience members, while jewelry is served up in popcorn machines. Bottles of Bulgari's Rose Goldea fragrance and the brand's Diva and Serpenti collections will also make an appearance.

Bulgari's pop-up opened July 4 and will run through July 30.

An important time period in the more than 130-year-old house, the postwar era has previously been explored by Bulgari in other initiatives.

In 2014, Bulgari strengthened its relationship with the fashion industry by sponsoring The Glamour of Italian Fashion exhibit at London's Victoria & Albert Museum.

As part of the exhibit, Bulgari showcased heritage jewels once owned by Ms. Taylor that are rarely available for public viewing. On display will be Ms. Taylor's necklace, brooch and ring with emeralds and diamonds set in platinum.

During the 1950s and 60s film stars such as Audrey Hepburn and Ms. Taylor became style ambassadors of Italian fashions as many Hollywood movies were filmed on location in Italy. Similar to today's Hollywood stars, the public became enthralled with the Italian fashions worn by the starlets, further propelling the "Made in Italy" insignia ([see story](#)).

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