

APPAREL AND ACCESSORIES

Bulgari, Nicholas Kirkwood collaborate for footwear brand's handbag launch

September 20, 2017



Nicholas Kirkwood drew inspiration from Bulgari's Serpenti motif. Image credit: Nicholas Kirkwood

By STAFF REPORTS

Italian jeweler Bulgari has teamed with fellow LVMH-owned designer Nicholas Kirkwood to launch the latter brand's debut handbag collection.

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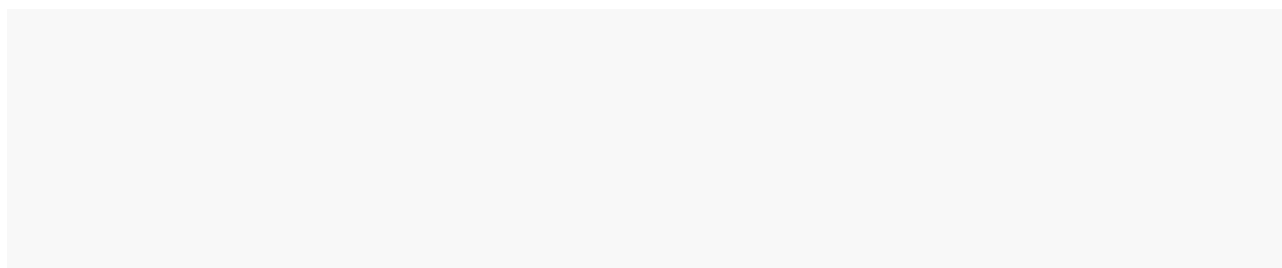
The Bulgari x Nicholas Kirkwood capsule collection marks the first time the British footwear brand has ventured beyond shoes. For a smaller house such as Nicholas Kirkwood, teaming with a larger brand on a collaboration can be beneficial in securing reach and awareness.

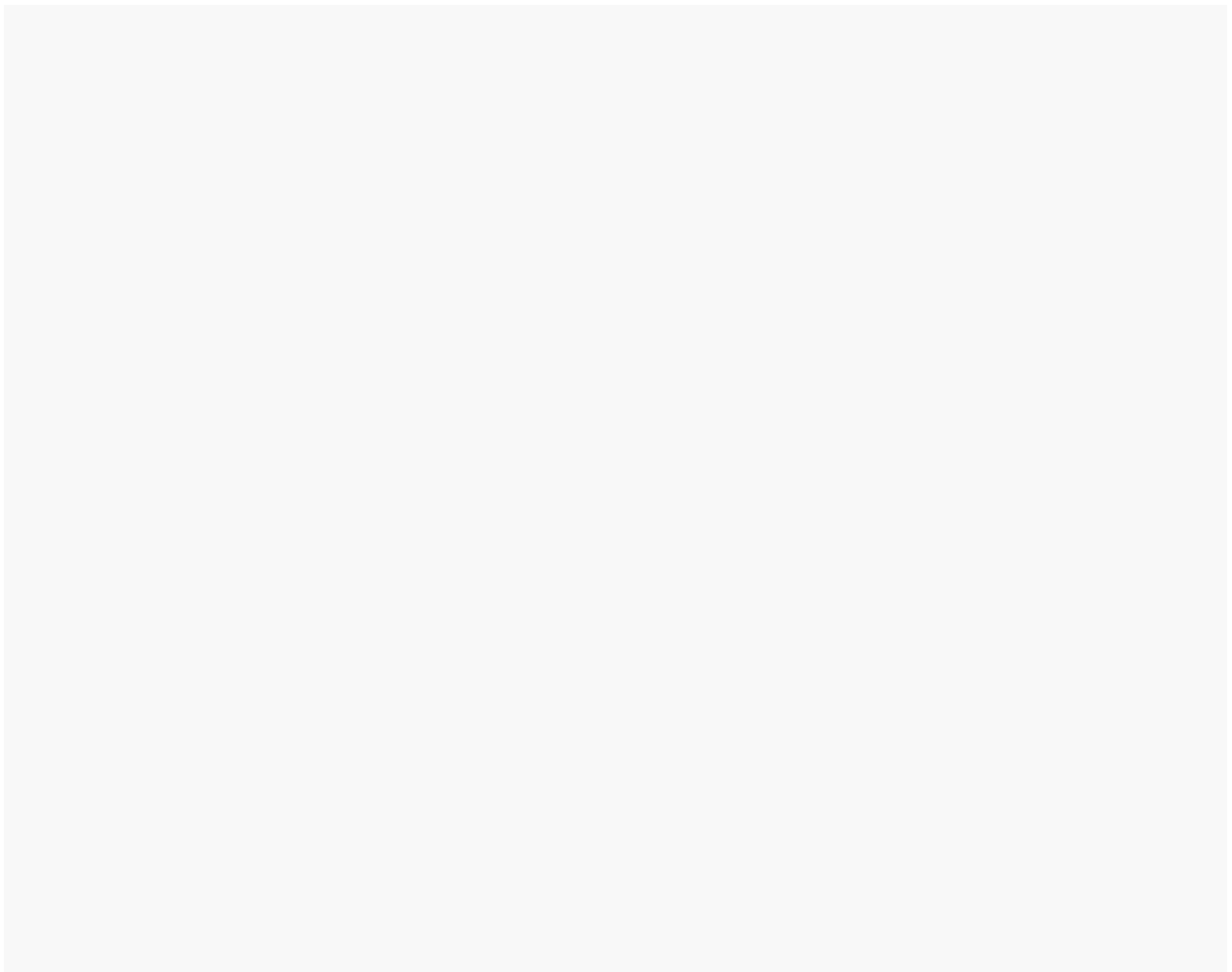
From shoes to snakes

For the collaboration, Mr. Kirkwood reimagined Bulgari's Serpenti Forever handbag, featuring the jeweler's signature snakehead motif.

The footwear designer was inspired after seeing Bulgari's master craftsman during a visit to the Roman jeweler's atelier. Mr. Kirkwood's ideas for the capsule were also influenced by the different artists, sculptors and filmmakers on display at Bulgari's "Serpenti Form" exhibition celebrating its snake iconography.

Aside from the Serpenti influence, both Bulgari and Nicholas Kirkwood share a passion for innovation, architecture and graphic form.





Bulgari Serpenti Forever by #NicholasKirkwood capsule collection launches today online and in store
#BulgariXNicholasKirkwood

A post shared by Nicholas Kirkwood (@nicholaskirkwood) on Sep 1, 2017 at 2:38am PDT

The capsule collection includes three styles: a backpack, chain wallet and cross body bag with a raised pattern to resemble the snakeskin. Each style is available in black, white, black-and-white, navy, fuchsia or gold and includes Bulgari's signature Serpenti head clasp as an accent.

Sold by Net-A-Porter and Farfetch, as well as Bulgari and Nicholas Kirkwood stores, the collection ranges in price from \$1,150 for the chain wallet to \$2,800 for the cross body and \$2,980 for the backpack.

Bulgari is leveraging the popularity of model Bella Hadid to promote the Nicholas Kirkwood capsule on social media.



Bella Hadid wears Nicholas Kirkwood shoes and holds the Bulgari x Nicholas Kirkwood Serpenti Forever cross body bag. Image credit: Bulgari

Ms. Hadid was appointed as Bulgari's accessories ambassador in February ([see story](#)) and is also the face of the brand's latest Goldea fragrance ([see story](#)).

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