

JEWELRY

## Bulgari brings Roman sophistication to New York high street

October 27, 2017



*Bulgari's newly renovated New York flagship's exterior. Image credit: Bulgari*

By STAFF REPORTS

LVMH-owned jeweler Bulgari is demonstrating its commitment to New York by redesigning its Fifth Avenue flagship boutique and designing a location-specific jewelry collection.

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Bulgari opened its first boutique in New York in the 1970s, selecting one of the city's most strategic locations, 750 Fifth Avenue on the corner of 57th Street. Over the last 40 years, Bulgari has done very little in terms of boutique renovations, but wanted to reconfirm its place on the New York high-street with a new look and feel.

I love NY

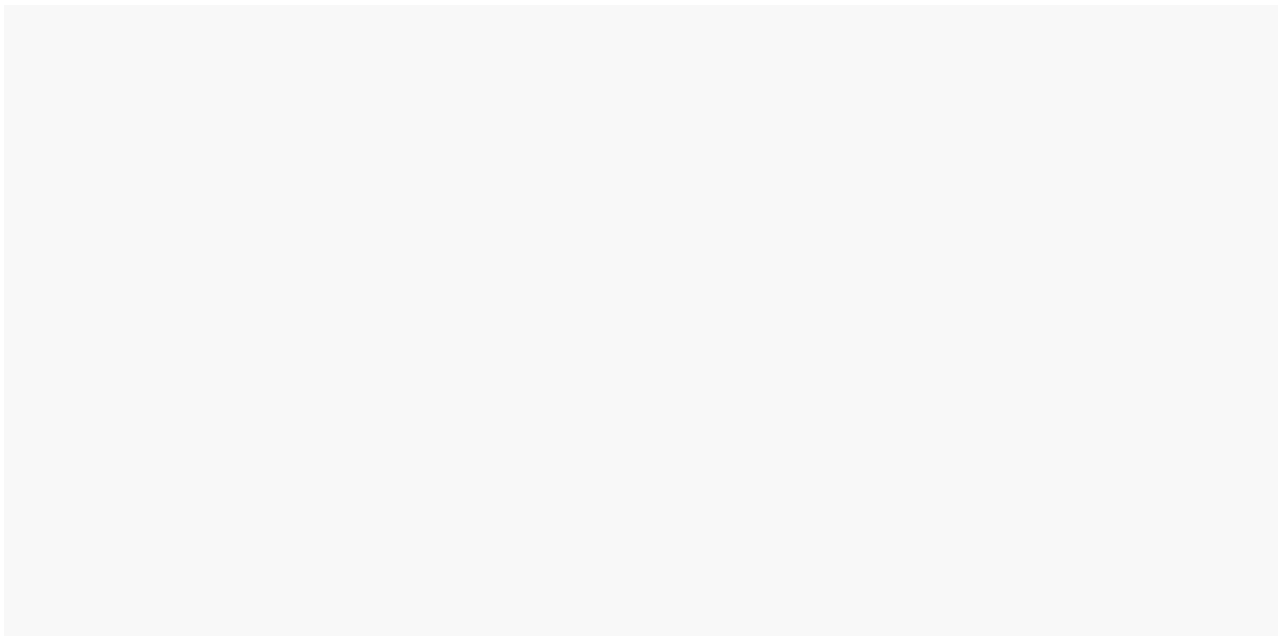
For its renovations, Bulgari tapped architect Peter Marino, who has an extensive portfolio of luxury brand projects under his belt, to revamp the New York flagship's architectural concept.

Mr. Marino and Bulgari settled on a design concept that fuses the jeweler's Roman heritage and New York, two very iconic, but drastically different cities.

To connect Bulgari Fifth Avenue to its Roman roots, Mr. Marino drew from the architectural elements seen at the jeweler's global flagship on the Eternal City's via Condotti. The result is a design concept that is both timeless yet contemporary.

Design references also include Rome's Pantheon. Mr. Marino found inspiration in the geometric circle and square motifs that make up the Pantheon's flooring.

Italian craftsmanship is represented in the inclusion of traditional noble materials such as marble, marmorino, walnut, iron, brass, silk and velvet.



Rome meets New York and it's love at first sight. Guests make it a night to remember at the re-opening of the Fifth Avenue flagship. . . . #bulgari #bulgarinyc #fromrometonyc#rome #newyork Video produced by @fashiontomax Filmed by @cvongsawat

A post shared by BVLGARI (@bulgariofficial) on Oct 23, 2017 at 7:17am PDT

To express gratitude and appreciation for its New York clientele, Bulgari has designed the "Bulgari New York" collection.

Meant to celebrate the boutique's redesign, Bulgari New York collection pieces speak to Roman sophistication and joie de vivre, as well as the United States' flag.

Using a red-white-and-blue motif, Bulgari New York's standout pieces including a necklace of alternating tanzanite, rubellite and diamonds. Bulgari has also designed a Serpenti bracelet in white gold with pave diamonds, lapis and coral for the collection.



*Pieces included in Bulgari's Bulgari New York collection. Image credit: Bulgari*

Flagship refreshes are common and designed to keep in-store experiences attractive for local and visiting consumers.

Earlier this year, U.S. jeweler Harry Winston temporarily relocated to 701 Fifth Avenue from its New York flagship at 718 Fifth Avenue as the historic space underwent extensive renovations.

When a storefront needs updates and modernizing, brands often close down the location completely, but open a nearby space to ensure there is no lapse in service ([see story](#)).

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