

JEWELRY

## Bulgari encourages wishful thinking this holiday

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*Bulgari's holiday campaign showcases the making of its pieces. Image credit: Bulgari*

By STAFF REPORTS

Italian jeweler Bulgari is looking to the stars for a holiday campaign that sparks hope and light.

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Launching Nov. 20 to coincide with Universal Children's Day, the Bulgari Wishing campaign includes a fundraiser for Save the Children, prompting social media for social good. Inspired by the night sky in its Roman hometown, Bulgari's effort speaks to the magic of its creations.

Make a wish

Celebrating its holiday theme, Bulgari's Web site includes a Wishing Factory Campaign, housed on a dedicated site. A partnership with Italian architect and designer Federico Babina allows consumers to explore a series of seven virtual rooms that depict the making of seven Bulgari pieces.

*Bulgari Wish Upon a Star*

In its stores, Bulgari will brighten the night with handcrafted LED light installations. Made by artisans in Puglia, Italy, these fixtures shaped like Bulgari's Diva and Serpenti styles will wrap the boutiques.

Bulgari worked with Team Lab Japan to wrap a giant Serpenti installation around the Tokyo Ginza tower. This interactive display can be altered via an app.

In addition to the lights, Bulgari's stores will feature decorations on the street, such as trees.

Looking to help make more wishes come true, Bulgari is raising funds for Save the Children through a social initiative. With celebrity support, the #SeeMyWish campaign will donate \$1 to the charity each time a consumer reposts Bulgari's video or shares a selfie featuring a closed-eye "wish" face.



*Bulgari's #SeeMyWish campaign. Image credit: Bulgari*

Bulgari has been a partner of Save the Children since 2009, and to-date has donated upwards of \$70 million to the organization, which works to better the lives of the youngest. The nonprofit's efforts include educational outreach, emergency response and poverty reduction ([see story](#)).

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