

FRAGRANCE AND PERSONAL CARE

Bulgari caters to fragrance fans in new Instagram

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Bulgari opens a new perfume Instagram. Image credit: Bulgari.

By STAFF REPORTS

As beauty niches on social media become more prolific with brands, Italy's Bulgari has launched its own dedicated fragrance account on Instagram.

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Coinciding with International Women's Day, the LVMH-owned brand launched a special art-filled Instagram page just for its perfume fans. The page launched with a series of photographs that come together to make a large illustration when viewed all at once.

Illustrations on Instagram

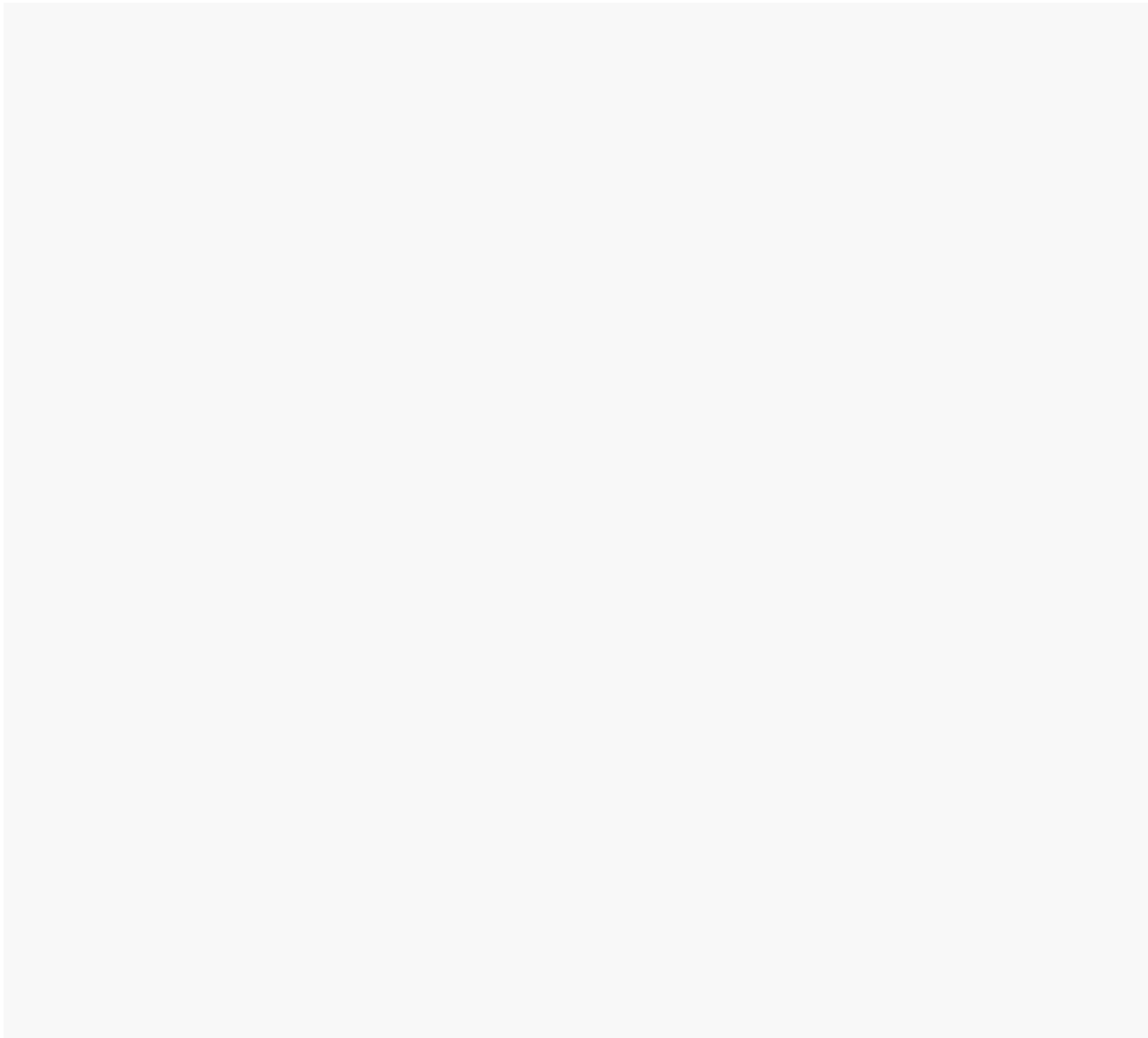
Artist Mat Maitland is the creative force behind @bulgariparfums' launch. His artwork was published last week as the Instagram account debuted, with each image a piece of a larger collaborative illustration featuring some of Bulgari's scents.

The artist has been working with Bulgari for decades and has provided the artwork for some of the brand's most iconic marketing.

Bulgari's Instagram artwork features bright and bold colors with various icons of the brand's culture in Italy such as classical pillars, statues and florals.

The campaign will continue to roll out pieces by Mr. Maitland until March 18.

However, the Instagram will live on as a hub for the brand's fragrance division to continue capturing the audience, sharing campaign pieces and relevant information.



THE ARISTOCRACY OF FLOWERS The Splendida collection sublimates the most precious facets of the noblest flowers Jasmin Noir, Magnolia Sensuel, Iris d'Or and Rose Rose. #splendida #fragrance #bulgari parfums #largerthanlife Collage artist: @matmaitland

A post shared by BVLGARI PARFUMS (@bulgariparfums) on Mar 13, 2018 at 4:20am PDT

The Italian brand joins several other luxury houses who created focused Instagram accounts specifically for their beauty divisions, as the sector prompts significant followings as well as high-quality imagery and content primed for social media. Since the beauty community is so tight nit, these pages bode well.

French couture house Christian Dior most recently expanded its Instagram footprint further with the creation of a perfume-centric account.

Since the launch of its makeup Instagram profile last year, Dior since added accounts for its children's wear and menswear, creating spaces to serve up content to a more specific audience. Now, the brand is reaching out to fragrance aficionados with its newly created @DiorParfums handle ([see more](#)).