

JEWELRY

## Bulgari combines culture, film and empowerment in new push

April 12, 2018



*Bulgari's film following the women's motorcycle group. Image credit: Bulgari*

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By STAFF REPORTS

Jeweler Bulgari is looking to the film industry to help empower Italian women to break the mold in partnership with the Tribeca Film Festival.

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The Italian brand has been named the "official jeweler of the Tribeca Film Festival," and is releasing two original short films to complement its partnership. The sponsorship launch is the beginning of a three-year relationship.

"Bulgari is delighted to have the opportunity to celebrate extraordinary Italian women who, like the brand, are bold, daring and larger than life," said Jean-Christophe Babin, CEO of Bulgari Group. "Just as Bulgari pushes boundaries and redefines the rules of jewelry and watch design, the women profiled in these films define their own paths and inspire others to do the same.

"Our support of Tribeca Film Festival and the young filmmakers who tell these two stories builds on the powerful legacy of Bulgari and cinema, from the iconic *Dolce Vita* and Elizabeth Taylor until today," he said.

### Culture and film

Bulgari has created two short films that will air during the festival this month, working with Tribeca Studios.

The brand is looking to its own culture for the subject matter in its upcoming films.

"Conducting a Revolution" tells the story of Conductor Speranza Scappucci, who is considered to be one of "the most groundbreaking international conductors of her generation" in a traditionally male-dominated position.

The documentary will travel to the Teatro dell'Opera di Roma, as Ms. Scappucci conducts the opera *La Sonnambula*, the first opera she saw as a child. Award-winning writer and director Bella Monticelli directs the film.

A second film centers on three different women who are pushing the boundaries in their respective, drastically different, fields. Each woman works in a field that is typically occupied by men, such as the police force, filmmaking and motorcycle enthusiasm.

Each woman is a part of the Rome branch of a global organization for women who have a passion for motorcycles,

named the Litas.



*Bulgari's film on the Litas*

"The stories Bulgari chose to tell reflect the creativity and boldness of the brand," said Paula Weinstein, executive vice president of Tribeca Enterprises, in a statement. "They are paying homage to the modern Italian woman with films, made by female filmmakers, that celebrate strong, elegant, passionate subjects the women of La Dolce Vita reimagined."

Bulgari often looks to local culture for its branded messaging to appeal to the hearts of many consumers in their own communities.

For instance, the jeweler recently dove deep into culture, supporting a local launch with an interactive global campaign as consumers become more interested in heritage with travel.



*Bulgari partners with a local Tel Aviv designer to produce limited edition headwear. Image credit: Bulgari.*

Affluent travelers are looking for a more authentic experience when abroad, which means immersing themselves in the culture of their destination. As Bulgari launches a new perfume, the brand is working with a local designer for a worldwide social contest to tout the product in its Tel Aviv airport store in Israel ([see more](#)).