

JEWELRY

Bulgari celebrates its history with women in new exhibit

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Bulgari's tribute to femininity. Image credit: Bulgari

By STAFF REPORTS

Jeweler Bulgari is opening an exhibit in Russia for the first time to celebrate femininity.

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Bulgari chose a number of women who represent the brand paired with jewels that embody their personalities. "Bulgari Tribute to Femininity," opened on Sept. 7, and features a variety of images and short films showing off these women and jewels.

Tribute to femininity

The exhibit features more than 500 pieces from Bulgari's Heritage and private collections.

Each piece and the content featured in the Russian exhibit represents Bulgari's evolution and history.

The jeweler hosted a special press conference for the opening of the exhibit in tandem with general director of the Moscow Kremlin Museums Elena Gagarina, as well as Bulgari CEO Jean-Christophe Babin and Bulgari brand and heritage curator Lucia Boscaini.



Bulgari hosts a special event for the exhibits open. Image credit: Bulgari

Pashkov House hosted a special event for the exhibit, with VIP guests, socialites and international press, including a performance by an Italian jazz musician and DJ. The theme of the night was authentic Roman heritage in the spirit of Bulgari.

This exhibit is one of the many ways Bulgari is looking to empower woman and highlight powerful Italian women.

The jeweler has looked to the film industry to help empower Italian women to break the mold in partnership with the Tribeca Film Festival.

Bulgari 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 ([see story](#)).

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