

JEWELRY

Bulgari brings back an iconic brand product

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Bulgari's B.zero1 20th anniversary ring. Image credit: Antonio Barrella

By STAFF REPORTS

Italian jeweler Bulgari is bringing back an original collection to celebrate a new milestone.

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Model Bella Hadid will front a new campaign for Bulgari, touting the revitalized B.zero1 collection. The collection celebrates the ring, which Bulgari considers an icon of its brand, as the style celebrates its 20th birthday this year.

Past and present

Launched in 1999, Bulgari's B.zero1 ring celebrates the brand's history as the famous Roman Colosseum acted as the inspiration for its design, featuring a cylindrical shape with no welding.

Twenty years later Bulgari is reintroducing the ring, but with new updates. One ring design will be mostly covered in diamonds with five bands in white gold, but also available in straight white, yellow and pink gold.



Bulgari's diamond-encrusted anniversary ring. Image credit: Antonio Barrella

Each ring will be inscribed with the words "XX Anniversary." In an interview with *Women's Wear Daily*, Bulgari CEO Jean-Christophe Babin says there is potential for bracelets in the luxury in the future.

"B.zero1 is a ring that has made history for Bulgari, creating a new market for sophisticated jewelry that is highly technological but that can be worn on a daily basis," Mr. Babin said to *WWD*. "Even if you may not see it, there is a strong ergonomic and flexible architecture an element of sophistication that is generally more associated with high-jewelry, which takes into account the contact of jewelry on the skin."

Bulgari is often tapping into its country of origin for inspiration. The brand recently looked to the film industry to help empower Italian women to break the mold in partnership with the Tribeca Film Festival.

The Italian brand was named the "official jeweler of the Tribeca Film Festival" in 2018 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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