

JEWELRY

Bulgari brings women's stories to the big screen

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Bulgari's 2018 film following the women's motorcycle group. Image credit: Bulgari

By STAFF REPORTS

Italian jewelry Bulgari is putting the focus on women in film with the upcoming premiere of two original shorts during New York's Tribeca Film Festival.

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Bulgari is teaming up with Tribeca Studios on a multiyear series of movies centering on women who are breaking boundaries. For Bulgari, this partnership is a way to celebrate its own history in film, particularly its affiliation with screen sirens such as Elizabeth Taylor and Sharon Stone.

Female filmmakers

Bulgari is the official jeweler of the Tribeca Film Festival, having signed a three-year deal in 2018 ([see story](#)).

Ahead of the festival, the brand will be cohosting a cocktail party and panel discussion with *Vanity Fair* on April 23, during which the first two releases from Bulgari's partnership with Tribeca Studios will be screened.

One of the films, titled "Celestial," focuses on director and technologist Eliza McNitt. Filmmaker Rosie Haber follows Ms. McNitt's work on a virtual reality installation geared toward her grandparents, including her scientist grandfather.

Director Savanah Leaf's "The 4th Wave" tells the story of Italian rapper Alessandra Prete, who seeks to find success in the U.S. Similarly to Ms. McNitt, Ms. Prete was influenced by the generations that came before her.

[View this post on Instagram](#)

@bulgariofficial returns as the official jewelry of #Tribeca2019, premiering two new film shorts highlighting extraordinary women who are breaking boundaries and shattering cultural norms. Head to bulgari.com to learn more about these ground-breaking films!

A post shared by Tribeca (@tribeca) on Apr 15, 2019 at 11:41am PDT

Instagram post from Tribeca

Bulgari's film alliances have extended beyond on-screen appearances. The company collaborated on a short film contest in which entrants must use the house's gems as inspiration for their art.

A Shaded View on Fashion Film, a traveling film festival that begins its tour in Paris, combined forces with Bulgari and AltaRoma AltaModa, the fashion week in the Italian city, to host a screening of the Bulgari-centric film. With this film screening and entry process, Bulgari boosted its awareness among a fashion-forward audience ([see story](#)).

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