

JEWELRY

Bulgari invites One World Trade travelers into its anniversary maze

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Bulgari's installation at Oculus One World Trade. Image credit: Bulgari

By STAFF REPORTS

Italian jeweler Bulgari is launching an interactive installation in a location with significant amount of foot traffic for the anniversary of a unique collection.

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B.zero1, Bulgari's unconventional collection based on the Roman Coliseum, is celebrating its two-decade-long anniversary with a special installation at the transit center at One World Trade. A 3,400-square-foot labyrinth opens today at the Oculus at One World Trade in New York.

Bulgari's B.zero1

The interactive labyrinth stands at more than 10 feet tall and 65 feet wide, with sides and floor wrapped in a special anniversary design.

A maze of passageways is included in the installation, featuring five chapters related to the ethos of the collection, each with shareable and educational content.

Chapters include "Genealogy," "Iconic Women of Design," "Design Legend," "XX Anniversary" and the "Celebration Experience," each detailing the history of the B.zero1 collection.



Bulgari's new installation for its anniversary collection. Image credit: Bulgari

"Genealogy" focuses on the long history of the collection from its early days through special editions to collaborations. "Iconic Women of Design" centers on women at the top of their fields in art and design.

These chapters lead to the center of the labyrinth, "Design Legend," featuring virtual reality technology taking guests on a trip to Rome.

Bulgari is also bringing back the original collection to celebrate its new milestone.

Model Bella Hadid will front a new campaign for Bulgari, touting the revitalized B.zero1 collection in a new redesign. The collection celebrates the ring, which Bulgari considers an icon of its brand, as the style celebrates its 20th birthday this year ([see story](#)).

This new collection, titled the XX Anniversary, will be featured in its namesake chapter within the installation. This will include a three dimensional B.zero1 Ring Wall, created specifically for Instagrammable moments.

The final experience in the installation is the Celebration Experience with product specials on hand to answer any questions in a curated showroom with private try-on sessions. Guests will be able to purchase the collection on site.

Bulgari's installation will run until May 8.

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