

JEWELRY

Bulgari incorporates Italian movie motifs into latest collection

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Bulgari's new collection is inspired by Italian cinema. Image credit: Bulgari

By SARAH RAMIREZ

Jeweler Bulgari is celebrating its bold heritage with a new high-jewelry collection inspired by elaborate Italian filmmaking.

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The Cinemagia collection, which includes jewelry with gemstones in green, red, blue and other colors, is being introduced with a short vignette inspired by classic Italian cinema. The jeweler has often turned to themes of femininity and film to explore its brand heritage.

Classic cinema

Reminiscent of early movie-going experiences, the Cinemagia short begins with the distinct sound of a film projector and simplistic title text.

Shot in black-and-white, the film opens to a movie set. The crew is moving lights and other equipment, while the camera travels on a dolly track towards a starlet perched on a director's chair.

Bulgari's Cinemagia collection takes inspiration from Italian film classics

A crew member claps a movie slate, indicating the start of the action, and the actress turns to face the camera. A camera bulb flashes, and the film quickly changes between scenes in color and black-and-white.

In the next scene, another woman lounges on leather furniture. She is adorned in colorful jewels and wears her blonde hair in blunt bangs, similar to the style popularized by French actress Brigitte Bardot.

"Who am I?," a female narrator asks. "I'm daring. Charming. I am the dolce vita enlightening."

"Dolce vita" not only translates to the sweet life, but it is also a reference to the 1960 film by Italian director Federico Fellini.

Next, a redheaded model is shown in front of a mirror, removing a trench coat before she slips into a bath. The model poses in a bubble bath, wearing only an ornate pearl necklace while petting a parrot next to her.

"I look at myself and I wonder, does the past really matter?" the voiceover continues. "Does it set you free?"

Another camera flash transports audiences into a noir setting. As a siren blares offscreen, a brunette woman speaks on the phone to arrange a meeting.

"I'm not going to wear what every other woman wears," the offscreen narrator says. "You'll know when I get there."



The Cinemagia campaign features bold and intricate jewelry. Image credit: Bulgari

The model is shown with Bulgari necklaces strewn across an unmade bed, as she debates which extravagant piece of jewelry to wear.

As the film concludes, a montage gives glimpses of each of the women, quickening as the score tempo picks up speed. Finally, the first starlet appears and whispers "Bulgari Cinemagia" to the camera.

Movie magic

Cinemagia is not the first time Bulgari has explored the power of film.

In 2018, Bulgari 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," and released two original short films to complement its partnership. The brand looked to its own culture for the subject matter in its films ([see story](#)).

More recently, Bulgari opened an exhibit in Russia for the first time to celebrate femininity.

Bulgari chose a number of women who represent the brand paired with jewels that embody their personalities. "Bulgari Tribute to Femininity," which opened in September, featured a variety of images and short films showing off these women and jewels ([see story](#)).