

APPAREL AND ACCESSORIES

Alexander Wang puts “urban chic” spin on Bulgari handbags

August 20, 2019



Bulgari is working with Alexander Wang on a handbag line. Image courtesy of Bulgari

By STAFF REPORTS

Italian jeweler Bulgari is reinterpreting one of its signature motifs with help from New York-based fashion designer Alexander Wang.

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A limited-edition Serpenti Through the Eyes of Alexander Wang handbag collection will launch during New York Fashion Week on Sept. 7. As luxury brands court younger clientele, they are turning to short-term design collaborations to bring a more urban aesthetic to their offerings.

Snake accessories

Mr. Wang is known for his high-low aesthetic. The designer has luxury credentials, having helmed Kering's Balenciaga house.

For Bulgari, Mr. Wang reinterpreted the Serpenti Forever bags by focusing on the idea of packaging. For instance, a minaudire brings to mind a jewelry box with a square shape, while a satchel has a leather drawstring pouch on the exterior meant to resemble a dust bag.

"When Bulgari approached me to collaborate, I knew I wanted to create something that focused on the everyday overlooked items when purchasing luxury goods and transform it into something desirable for a global consumer of all ages," Mr. Wang said in a statement.

Also featured prominently in the six handbag styles are vintage-inspired snake heads, which adorn closures. On the Triplette bag, a serpent sits on each of the purse's three flaps.

Among the styles is a belt bag that can be worn in a number of ways thanks to straps and a handle that can be removed. There is also a shopping tote that comes in three different sizes.

The collection features materials such as calf leather, python and lizard, in color ways that include black, pistachio and white.

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For the person who has everything but still wants more. Get ready for BVLGARI's collaboration with @alexanderwangny , fully revealed on 7th September in New York. #AlexanderWangxBulgari #Bulgari #AlexanderWang #BulgariAccessories

A post shared by BVLGARI (@bulgariofficial) on Aug 20, 2019 at 7:22am PDT

Instagram post from Bulgari

"To team up with a personality like Alexander Wang for such a powerful collaboration is an exciting challenge for Bulgari," said Mireia Lopez Montoya, accessory unit managing director at Bulgari, in a statement. "Serpenti is an icon that has been and continues to be reimagined: Wang's fresh vision has brought a new urban chic attitude to our unstoppable icon of glamour."

According to research from BCG and Altagamma, one of the key emerging trends in the luxury business this year is partnerships, as brands seek to bring a sense of newness to consumers.

These collaborations, such as Louis Vuitton's link with Supreme to Chanel's recent Pharrell Williams collection, are particularly finding favor with younger generations and Chinese shoppers. Across age groups and nationalities, luxury buyers show a heavy awareness of tie-ups and 50 percent have invested in special-edition merchandise, a figure that is likely to grow as Gen Z and millennial buyers grow their influence and purchasing power ([see story](#)).