

JEWELRY

Bulgari marks decade-long support for Save the Children with new efforts

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Bulgari's silver and onyx pendant set with a red ruby, a portion of whose sales go to the Save the Children charity. Image courtesy of Bulgari

By STAFF REPORTS

Roman jeweler Bulgari is marking its 10-year association with the Save the Children charity by launching new initiatives to continue supporting vulnerable kids around the world.

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Bulgari recently debuted the #GiveHope campaign, featuring numerous personalities such as Lily Alridge, Ursula Corbero, Alicia Vikander, Michael Fassbender and Eva Green, all of whom posed for photographer Rankin.

The personalities wore the same Bulgari silver and onyx pendant set with a red ruby for the photo sessions.

This latest jewel joins Bulgari's sterling silver Save the Children collection, a portion of whose sales go directly to the charity.

Not simply child's play

In another collaboration to mark their decade-long milestone, Bulgari and Save the Children debuted the first Punto Luce delle Arti center earlier this month.

The Punto Luce, or "points of light," are centers created by Save the Children in disadvantaged neighborhoods across Italy to help tackle exclusion, poverty and school-dropout rates.

The first Punto Luce built in collaboration with Bulgari taps into the power of art and creativity to help young people, the company said. Here, children and teenagers can acquire knowledge and learn skills in cinema, photography and design.

THE LVMH-OWNED **Bulgari** partnered with **Save the Children** in 2009 to primarily bring them access to education.

Since then, most than 1.5 million young people have been given a headstart, with the partnership raising \$88 million and 300 personalities donating support for different efforts.

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