

HEALTHCARE

4 questions for CEO Jean-Christophe Babin on Bulgari's lending hand to Italian authorities

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Bulgari, like its peers, has pitched in with help to combat COVID-19. Image credit: Bulgari

By LUXURY DAILY NEWS SERVICE

Roman jeweler Bulgari has joined its fellow brands in the LVMH portfolio with the decision to make hand-cleansing gels for donation to an embattled Italian government fighting the COVID-19 coronavirus.

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The development comes a month after Bulgari donated a 3D high-definition microscope to the Spallanzani Hospital as part of its contribution to fighting the virus that has claimed more than 8,500 lives and afflicted 75,000-plus residents in Italy.

The hand gel will be made in collaboration with Bulgari's fragrance manufacturing partner, Industrie Cosmetiche Riunite (ICR) in Lodi ([see story](#)).

Jean-Christophe Babin, CEO of LVMH-owned Bulgari, agreed to take questions on this move and the jeweler's steps to help while Italy tackles its healthcare crisis:

What need are you addressing this move to donate hand-cleansing gel?

In January, we just heard of the situation that had exploded in China and we decided to make an important donation to the Spallanzani Hospital in Rome, a very high definition 3D microscope that will help a team of researchers in their search for a vaccine.

This allowed us to ask them what else was needed urgently when the virus arrived so strongly in Italy.

The hand cleansing gel with sanitizer is one of the essential products for the work of doctors and nurses who are on the frontline to treat people with COVID-19.

Therefore, we asked our historic partner of fragrances, ICR, to support us and to date we have started production of 6,000 bottles per day up to about 200,000 pieces in two months, distributed thanks to the help of the Department of Civil Protection.

It was important to do our part to help the Italian government manage this difficult moment.

Can Bulgari make these gels available for the Italian public to buy online?

The hand cleansing gel with sanitizer is part of a donation from Bulgari for Italian hospitals and is not a sales product.

What are you doing within the company to keep staff safe?

From the moment the government requested it, we closed all the production sites and the stores.

We implemented smart working, allowing our employees to work from home without having to compromise the meeting and project plan. A different but efficient way of working.

What is next for Bulgari?

Be part of the rebirth as life gradually returns to normal.

We are all working with the aim of being able to start again with strength and positivity. A duty to everyone.

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