

FOOD AND BEVERAGE

## Bulgari, Mot Hennessy Diageo pitch in with Japan COVID-19 relief efforts

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*Bulgari chef Luca Fantin preparing bento boxes for Japanese medical personnel fighting the COVID-19 coronavirus outbreak in Tokyo. Image courtesy of Bulgari*

By LUXURY DAILY NEWS SERVICE

LVMH brand Bulgari and joint venture MHD Mot Hennessy Diageo K.K. are pitching in to help healthcare workers on the frontlines of the COVID-19 coronavirus outbreak in Japan.

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Roman jeweler Bulgari has already supported COVID-19 relief efforts in its home country of Italy with financial donations and production of hydroalcoholic gel in Italy Switzerland and the United Kingdom. Supporting Japan, a market where Bulgari has operated, is natural.

The brand is now delivering Japanese bento lunch boxes for healthcare staff at several Tokyo hospitals as part of the Lunch Box Project. Prepared by Italian chef Luca Fantin, chef at the Bulgari Il Ristorante Luca Fantin in Tokyo's Ginza district, the bento boxes give hospital staff a taste of Bulgari's homeland.

"We want to show our respect and gratitude to all the medical personnel who go above and beyond their job responsibilities and continue their enormous efforts at the forefront in fighting this pandemic, to protect lives," Mr. Fantin said in a statement.

Several hundred bento boxes have already been distributed to staff at the Tokyo Metropolitan Cancer and Infectious Diseases Center Komagome Hospital and the National Center for Global Health and Medicine.



*Bulgari bento box with an Italian twist for Japanese healthcare workers fighting COVID-19. Image courtesy of Bulgari*

### Food for thought

In addition, **Bulgari** targeted its Japanese audience with a special "Conversations For Hope" program on its YouTube channel.

"On behalf of Bulgari Japan and Bulgari, I would like to give you a brief introduction to our Conversations For Hope," said Bulgari CEO Jean-Christophe Babin in a statement.

"At Bulgari, we feel it is important to inspire optimism during these difficult times, when we are all impacted by COVID-19, during the lockdown and sometimes knowing someone infected by this terrible virus," he said.

"We sincerely thank the great speakers for their messages of hope and for inviting us to think and talk about a sense of purpose and things really matter most in life.

"To conclude with my personal message of hope, I believe that when in life we are surrounded by beauty and love, this is really what counts most."



*Bulgari Conversations for Hope. Image courtesy of Bulgari*

A series of guests were invited for three days to talk about the current situation and share advice with viewers on how to come through the COVID-19 experience stronger.

Hosted by novelist Mieko Kawakami, the "Conversations For Hope" included Kabuki actor Tamasaburo Bando, actress Koyuki and film director Naomi Kawase.



*MHD Mot Hennessy Diageo K.K., Japan donated to the Smile Food Project to support chefs' and restaurants' actions. Image courtesy of Smile*

Meanwhile, **MHD Mot Hennessy Diageo K.K.**, Japan donated to the Smile Food Project to support chefs' and restaurants' actions.

The project organizes preparation of meals by professional chefs for medical personnel in hospitals, the brand said. This is also an expression of gratitude and recognition to medical personnel working on the COVID-19 frontline.

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