

APPAREL AND ACCESSORIES

Bulgari breaks summer 2020 campaign with romance of Italy

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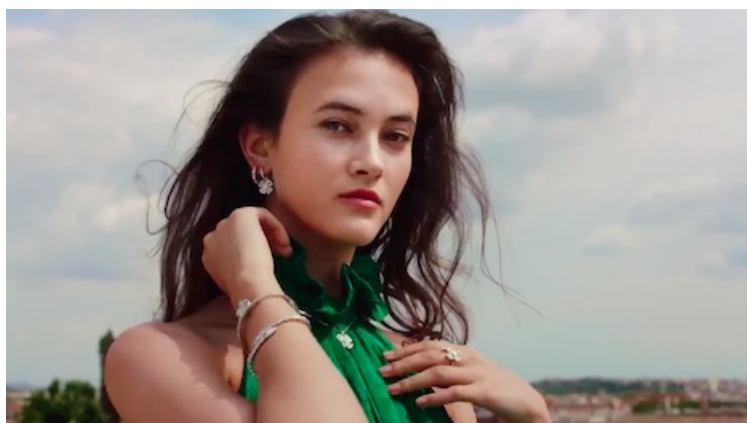
Looks from the Bulgari summer 2020 campaign. Image credit: Bulgari

By LUXURY DAILY NEWS SERVICE

Italy's Bulgari has debuted its new summer campaign with a focus on must-haves for the season as consumers seek to return to normal routines from COVID-19 lockdowns.

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Helmed by a 35-second film set in Rome and summery imagery, the campaign plugs Bulgari jewels, watches, accessories, footwear and apparel. It is being pushed out on social media channels such as Instagram, Facebook and Twitter.



Model Greta Varlese in the summer 2020 Bulgari campaign. Image credit: Bulgari

The film shows a wistful model Greta Varlese looking over the city, on steps, in fields and in the pool all with a floral theme. Each frame shows some elements of the [Bulgari summer 2020 collection](#).

Francesco Petroni shot the film.

The campaign comes soon after the LVMH-owned brand launched the Bulgari Virus Free Fund, supporting Oxford University and Lazzaro Spallanzani to boost their medical research.

BVLGARI LAUNCHES THE 2020 SUMMER CAMPAIGN

From jewels to watches, through accessories and leather goods, the campaign is centered on the latest must-haves of Bvlgari's collections.

Now available online <https://t.co/0yiG7afyjD>

Filmed by Francesco Petroni

Model Greta Varlese <pic.twitter.com/ouWhHjMfzA>

Bulgari (@Bulgariofficial) [June 25, 2020](#)

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