

APPAREL AND ACCESSORIES

Bulgari launches latest Serpenti bag capsule collection

August 11, 2020



Bella Hadid for Bulgari x Ambush. Image credit: Bulgari

By LUXURY DAILY NEWS SERVICE

Bulgari is collaborating with a Tokyo-based fashion designer for a limited-edition collection of handbags and accessories as part of the Roman jeweler's "Serpenti Through the Eyes Of" series.

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Designed by Yoon Ahn, creative director at Ambush, the "Serpenti Through the Eyes of Ambush" collection includes a fresh interpretation of Bulgari's Serpenti Forever bag. Collaborations allow luxury brands to court followers of other designers while experimenting with different aesthetics.

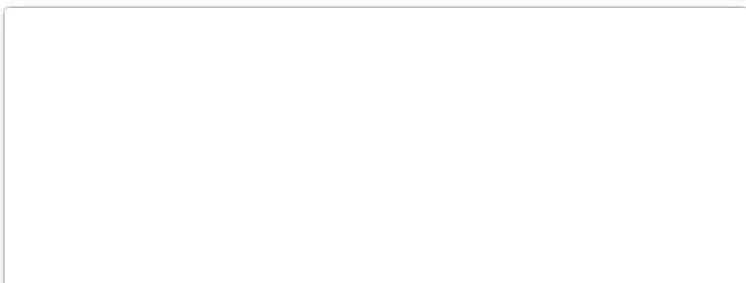
"To collaborate with a young powerful woman like Yoon is for Bulgari an incredibly inspiring experience," said Mireia Lopez Montoya, accessory unit managing director at Bulgari, in a statement. "The visionary designer has reimagined our icon of glamour Serpenti with her unbridled creative approach achieving an entirely unexpected result."

Ambush x Bulgari

Bulgari began its "Serpenti Through the Eyes Of" collections in 2017.

Last year, the label enlisted designer Alexander Wang to reinterpret six handbag styles ([see story](#)).

The Ambush x Bulgari collection includes three new urban-glam styles, each with a camouflaged snakehead closure: the Serpenti shoulder bag, the Serpenti belt bag and Serpenti Minaudire. The handbags are monochromatic, and are available in onyx and neon pink, blue and green colorways.



[View this post on Instagram](#)

Spotlight on Serpenti's unprecedented new heroes.
@yoon_ambush adds her own modern twist to Bvlgari's long line of Italian heritage with the audacious colors of the Serpenti shoulder bag in green, and Serpenti belt bag in blue. Click to pre-order the most coveted icons of the Serpenti Through the Eyes of @ambush_official collection now, exclusively on bulgari.com. Link in bio. . Photography: @tylersphotos . . #Bulgari #BulgariAccessories #Ambush #Serpenti #AMBUSHXBVLGARI

A post shared by BVLGARI (@bulgari) on Aug 11, 2020 at 8:00..

Instagram post from Bulgari

Ambush x Bulgari accessories include a heart-shaped coin case, cardholders with the Bulgari Ambush logo and a three-coil leather and metal Serpenti bracelet.

Photographer Tyler Mitchell shot a digital campaign for the collection starring models Bella Hadid, Xio Wen and Ellen Rosa.

The collection is now available for preorder on Bulgari's e-commerce site and is expected to ship on September 4.

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