

JEWELRY

Bulgari expands long-term CSR initiatives, including COVID research support

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Bulgari is helping provide fellowships to female researchers studying coronavirus treatments. Image credit: Bulgari

By SARAH RAMIREZ

Italian jeweler Bulgari reiterated its commitment to social responsibility during a digital event, including an important announcement in the fight against the coronavirus pandemic.

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During Bulgari's "Innovating the Present for a Sustainable Future" webinar on Sept. 8, the brand revealed it will establish a fellowship with the Rockefeller University to support female researchers doing work on COVID-19. Panelists also elaborated on how other corporate social responsibility (CSR) projects supported by Bulgari have adapted to the pandemic.

"We are honored and delighted to be entering into this exciting new partnership with Bulgari," said Dr. Richard P. Lifton, president of the Rockefeller University. "Together, we have the potential to benefit many lives."

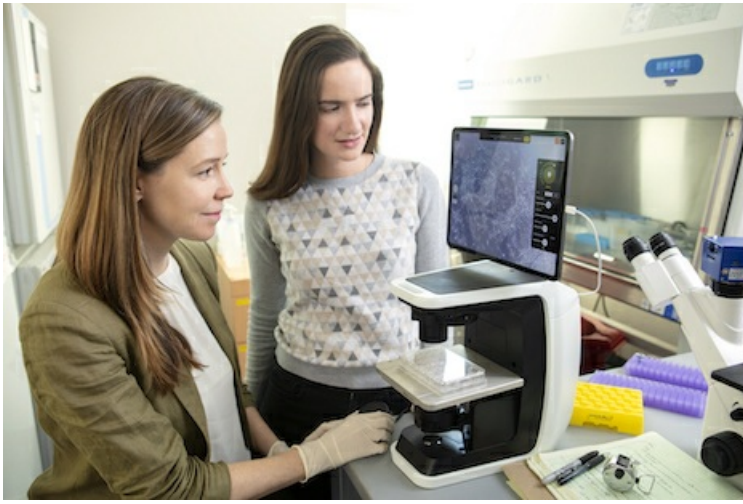
The webinar was moderated by Eleonora Rizzuto, CSR director at Bulgari and LVMH Italy.

Virus Free Bulgari

At the onset of the pandemic, Bulgari joined other LVMH in supporting hospitals across Europe by pivoting to manufacturing hand sanitizing gels. The jeweler also donated a 3D high-definition microscope to the Spallanzani Hospital ([see story](#)).

Now, Bulgari is providing long-term financial support to scientists working on coronavirus research.

In June, the jeweler announced the Bulgari Virus Free Fund to support research institutions and their coronavirus efforts, including the University of Oxford's Jenner Institute, Lazzaro Spallanzani National Institute for Infectious Diseases and the Rockefeller University.



Researchers at the Rockefeller University are studying COVID-19. Image courtesy of Bulgari

During the webinar, Bulgari CEO Jean-Christophe Babin announced further support of the Rockefeller University through its new Women & Science Fund to Accelerate COVID-19 Research. This will establish nine fellowships for female graduate students and postdoctoral fellows studying the disease.

More than 75 women scientists at Rockefeller are working on coronavirus projects, including antibody research and at-home testing development. This includes Marina Caskey, known for her work on HIV antibodies.

"We need a better global effort for the next pandemic," Dr. Lifton said, praising Bulgari's support of years-long research projects.

Arte di Bulgari

Bulgari's webinar also discussed the jeweler's continued efforts with Save the Children, including the Arte di Bulgari program.

Last fall, Bulgari marked 10 years of support for Save the Children with new efforts. The jeweler has supported the organization's programs in 35 countries ([see story](#)).

Among the initiatives Bulgari has sponsored with Save the Children is Arte di Bulgari, a community-based arts program that launched in 2019 in the greater Houston, Texas area. Now, it is expanding to 13 elementary schools in California, even as the pandemic continues.

"We've been able to continue existing programs remotely," said Janti Soeripto, president and CEO at Save the Children U.S. "Students were still able to get tutoring virtually or over the phone."

Ms. Soeripto also noted that in rural Texas, the organization was able to reach more students than in previous, in-person sessions because of the shift to remote programming.

Supporting arts education is essential to Bulgari's legacy as a patron of culture, as well as "beauty and heritage" as described by Ms. Rizzuto. The jeweler has supported extensive restoration efforts across Italy, including at the Spanish Steps ([see story](#)).

Most recently, Bulgari supported the restoration of nearly 100 ancient Greek and Roman statues included in the Torlonia Collection. The revitalized original statues will be unveiled in an exhibition in October.

"A jeweler's vocation is to transform nature's gifts into creations of timeless beauty," Mr. Babin said.