

WATCHES AND JEWELRY

Bulgari spotlights craftsmanship in humanist series

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Bulgari focuses on the artisans behind its watches in new video series. Image credit: Bulgari

By NORA HOWE

Italian jeweler Bulgari is sharing a detailed examination of its watchmaking process in a new video series that puts its experts in the forefront.

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"Crafting Time" is the first video series from Bulgari that offers an inside look at the brand's in-house watchmaking experts. As consumers become more values-driven, Bulgari invites affluent watch fanatics to discover various elements of the brand's timepieces, from creative direction to grandes complication and dial painting to gems setting, explained by the people who make them.

"Bulgari reminds us that we are buying a labor of love, not just a label," said Casey Golden, founder and CEO of **LuxLock**, New York. "Machines and technology are incapable of passion it's the operators' passion that transcends the treasures we desire."

Quality time

The series includes 10 episodes, each featuring a different Bulgari employee explaining who they are, what they do for the company and why they are passionate about their work.

"My job is really something unique because I have the opportunity to play with all the aesthetic codes of the brand, with the brand DNA, with the clients requirements, to create an object that does not exist yet, and that projects the brand into the future," says Fabrizio Buonamassa Stigliani, design director in the first episode.

Crafting Time series preview

"I am in my own world and can work on my colors," says Vanessa Faustini, dial micro-painter in episode five. "I have time and can work at my own pace."

"I discover many beautiful things and I contribute to the variety of pieces offered by Bulgari," she continues.

Bulgari is home to 30 mtiers, 300 employees, six world records for watch thinness and more than 100 watchmaking awards. As proclaimed in the series preview, "behind Bulgari watches, there is mastery, genius and passion."



Bulgari has 300 employees dedicated to the craft of watchmaking. Image credit: Bulgari

The glimpse into Bulgari's most valuable asset, its master craftspeople, allows consumers to understand the human side of the brand. Knowing that individual hands conceptualized and uniquely crafted the watches they wear, customers may feel more personally connected to the brand.

"I am pleased when I go by a Bulgari store and I see a finished watch with its dial," says Francois Faber, a dial decorator featured in an episode. "I tell myself maybe I did this one' and I like to think that, thanks to this dial, every client in the world will be able to read the time."

"Plus there is also a little part of me too," he says.

Meaningful messaging

Other watchmakers have taken a more meaningful and sentimental approach to marketing strategies, whether it is paying homage to a homeland or highlighting the intricate craftsmanship behind a piece, brands are creating more memorable and immersive experiences for their consumers.

Swiss watchmaker Jaeger-Le Coultre is paying tribute to its home and the craftsmanship behind its timepieces with a melodic video. In "Sound of the Valle," Jaeger-Le Coultre shares the soundscape of the Swiss mountains as well as the tell-tale ticks of luxury watches ([see story](#)).

Swiss watch manufacturer Audemars Piguet has introduced its newest line of timepieces in collaboration with artisan Anita Porchet.

The watchmaker celebrates the complexity and craftsmanship of the newest addition to its Grande Sonnerie collection with renowned Swiss enamel artisan Anita Porchet in a breathtaking video campaign. The handcrafted enamel dials pay homage to the 18th and 19th century masterpieces from the Valle de Joux ([see story](#)).

"The pandemic has amplified the customers awareness of the environmental implications associated with mass manufacturing," Ms. Golden said. "Consumers are already demanding ethical business operations, supply chain transparency and a more humanistic approach to doing business.

"Luxury brands have been operating with a higher standard of excellence for a hundred years," she said. "It would be a great disservice to customers and artisans for the stories to be untold and I believe consumers across all categories will expect more meaningful moments, including the way brands tell their stories."