

JEWELRY

## Bulgari celebrates mother-daughter duos for Mother's Day

May 7, 2021



*Bulgari and Vogue's "A Mother's Legacy" stars Vanessa and Natalia Bryant and Melanie Griffith and Stella Banderas. Image credit: Bulgari*

By KATIE TAMOLA

Italian jeweler Bulgari is illustrating the meaning of mother-daughter relationships in a collaboration with Cond Nast's *Vogue* in time for Mother's Day.

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"A Mother's Legacy" is a short film campaign featuring two famous mother-daughter duos: Melanie Griffith with her daughter, Stella Banderas, and Vanessa Bryant with her daughter, Natalia Bryant. The two vignettes, although shot in disparate settings and exploring different themes within the respective relationships, both illustrate the genuine love and respect the mothers and daughters hold for each other, as the pairs are adorned with Bulgari jewelry.

"I always enjoy it when a campaign allows the people to share their story without talking about the product," said Kimmie Smith, cofounder and creative director of *Athleisure Mag*, New York. "Visually, we enjoy these mother-daughter duos that we are familiar with, and we can see them wear jewelry and watches from the brand.

"Hearing them talk about how they view the world, interact with one another and how powerful they are is impactful without them having to talk about Bulgari directly," she said. "In that way, the brand becomes the third star that showcases this power and individuality."

### A Mother's Legacy

The first video, starring the Bryants, opens with a shot of the mother and daughter, and Natalia's voiceover. As they sit next to each other in a quiet, intimate home setting, Natalia tells her mother that she is the strongest person she has ever known.

There are shots of the two on a small balcony, then a closeup of several Bulgari products, including the Divas Dream necklace, which is worn by Vanessa Bryant.

*Natalia Bryant tells her mother that she is the strongest person she has ever known.*

Vanessa tells her daughter that she wishes she knew someone like her when she was a teenager, describing Natalia as a wise and comforting North Star to her friends. They also discuss strength and positivity, two qualities they share.

As the women continue to share a heartfelt conversation, viewers see more shots of Bulgari jewelry, including the Serpenti Viper bracelet and ring on a small table.

"I think the way you go about life, you always look for the positive side," Natalia says to her mother. "You taught me that at a young age, and I've always carried that with me."

Natalia is the eldest daughter of Vanessa and the late Kobe Bryant.

*Melanie Griffith says that her daughter has given her everything.*

Actresses Melanie Griffith and her daughter Stella Banderas are the next mother-daughter duo viewers meet in the Bulgari x *Vogue* series. The vignette opens with the pair facing a backyard full of trees, backs to the camera, holding hands.

"I don't think you know the profound effect you have on people yet," Ms. Griffith tells her daughter as the video begins. "I think you're discovering that, and it's beautiful to watch."

The mother and daughter pose with their heads leaning on each other. The camera cuts to showcase Ms. Banderas, whose father is Spanish actor Antonio Banderas, wearing the Serpenti Viper ring before transitioning to footage of the two discussing the emotional connection and language they share.

"I know when you're feeling something, and you know when I'm experiencing something," Ms. Banderas says.

The video then splices scenes of the mother-daughter duo sitting together, hugging and swaying together on the backyard deck as Ms. Banderas tells her mother that as she has gotten older, she has become even more inspired by her.

Quiet and quick shots of other Bulgari products, including bracelets and necklaces, are included.

The entire vignette illustrates what the mother and daughter have gifted and taught each other.

"She's given me everything," Ms. Griffith says of her youngest daughter at the end of the video. "Eternal beauty and grace that's what she's given me."

#### Emotional connections

Bulgari is not the only brand taking an emotional route for this year's Mother's Day marketing.

Luxury fashion and jewelry houses are turning to sentimental marketing campaigns and themed gift guides for Mother's Day. U.S. fashion label Carolina Herrera shared a touching animated short encouraging viewers to call their moms ([see story](#)).

Exploring a mother's relationship with her children goes beyond a single day, which many brands, including Italian menswear brand Ermenegildo Zegna, have recognized.

In February, Ermenegildo Zegna continued its #WhatMakesAMan campaign for its spring 2021 effort, turning to famous mother-and-son duo, actress Isabelle Adjani and model/singer Gabriel-Kane Day-Lewis. The Italian fashion label hoped to include a new female perspective in #WhatMakesAMan, a campaign that explores and embraces one's own unique masculinity ([see story](#)).

Emotive campaigns humanize public figures and brands. These efforts are actively working to connect with consumers, offering them relatable content and reminding them of interconnectedness.

"I think the messaging that is said here is great for Mother's Day but speaks to the larger impact that mothers and mother figures have," Ms. Smith said. "There are a number of people who may not have that or are not close with those individuals, however, they may have an aunt, a friend or someone else that does fill that role."

"The bigger message in these videos is the power of being rooted to someone who you can connect with that serves as that vital sounding board, and a person who reflects the feeling of coming home again to that person which is a universal concept," she said.