

WATCHES AND JEWELRY

Bulgari taps Grammy-nominated DJ for special edition watch

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Steve Aoki and Bulgari team up for unique collaboration. Image courtesy of Bulgari

By NORA HOWE

Italian jeweler and watchmaker Bulgari has unveiled its latest limited-edition timepiece in collaboration with American DJ and record producer Steve Aoki that touches on themes of optimism and warmth.

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The Bulgari Aluminum special series dedicated to the Grammy-nominated DJ aims to bring together the essence of the values driving him and Bulgari. To celebrate the launch of the unique collection, Bulgari livestreamed a 20-minute performance by Mr. Aoki on YouTube.

Bulgari x Steve Aoki

With nearly 3 billion music streams to date, the esteemed DJ was described by **Billboard** as one of the most in-demand entertainers in the world.

As a solo artist, Mr. Aoki boasts a cross-genre discography that includes seven studio albums and collaborations with various artists including Lil Uzi Vert, Maluma, BTS, Linkin Park and Louis Tomlinson.

Bulgari and Mr. Aoki have decided to combine their values and taste for celebration by developing a unique and festive watch hoping to reflect their own nature.

Bulgari jewelry creations try to speak the language of the Mediterranean: warmth, conviviality, color and joie de vivre, and Mr. Aoki expresses the same fundamentals.

The design for the collection was inspired by the DJ's performances, which light up the sky with a unique glow composed of sound, rhythm and movement.

The watch is fitted with a dial bearing the artist's signature logo.

Bulgari wants to remind consumers that light triumphs obscurity by coating the special edition watch with Super-LumiNova, allowing the watch to glow amid darkness.

The Bulgari Aluminum Steve Aoki Limited Edition watch features a mechanical movement with automatic winding, a 40mm aluminum and titanium case, a black rubber bezel with a "BVLGARI BVLGARI" engraving, white SNL dial

with a special Steve Aoki logo and black rubber bracelet.

The piece is dedicated to lovers of life, optimism and movement.

"A good watch represents presence of mind," Mr. Aoki says in one of the short films promoting the collaboration. "Time is all that we have left in the world it's more valuable than money, than any physical objects."



The Bulgari Aluminum Steve Aoki Limited Edition watch with Super-LumiNova glow. Image courtesy of Bulgari

Throughout its history, the Rome-based jeweler has played with color in its creations, aiming to convey warmth with colorful models which break away from aesthetic formalism.

Blending luxury and music

Across multiple sectors, luxury brands are continuing to utilize music and artist collaborations as an effective vehicle for storytelling, especially during a time when people are still living within many pandemic restrictions.

Swiss watchmaker Audemars Piguet debuted its newest installment of its "180" series, which enlists performers to collaborate on original tracks blending together musical styles.

"Paradise" stars musical artists and dancers Jeanne Added, Tshague and Les Twins. The series, consisting of five episodes each produced by a disparate film director, features the brand presenting unique musical and collaborative challenges to rising music artist ([see story](#)).

French Cognac brand Rmy Martin celebrated the union of two cultures in a thought-provoking campaign with multi-Grammy Award winning artist Usher.

The "Team Up for Excellence" film highlights the cultural connection between Cognac and American music since 1917, and how the two have been historically intertwined. Imagined in collaboration with creative agency Fred & Farid New York, the campaign pays tribute to the styles and rhythm from the 1920s until present day ([see story](#)).