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JEWELRY

Bulgari, DFS Group collaborate on exclusive necklace

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LVMH-owned DFS Group now carries the exclusive Bulgari Divas' Dream necklace. Image courtesy of DFS Group

By LUXURY DAILY NEWS SERVICE

Italian jeweler Bulgari and luxury travel retailer DFS Group have partnered to launch an exclusive Divas' Dream necklace.



The 18-karat rose gold necklace features Bulgari's fan-shaped motif, set with mother of pearl elements, a ruby and pavdiamonds. The necklace is available at select DFS stores across the Asia-Pacific region and Europe.

"DFS is pleased to partner with Bulgari once again to offer our customers the exclusive Divas' Dream necklace from one of the brand's most iconic collections," said Maggie Wong, senior manager of watches and jewelry at DFS Group, in a statement. "We look forward to continuing to delight and surprise our discerning customers with exclusive products and experiences from the leading watches and jewelry brands."

Divas' Dream

The DFS-exclusive necklace joins Bulgari's signature Divas' Dream collection which is inspired by the fan-shaped mosaics that decorated the ancient Baths of Caracalla in Rome.



The 18-karat gold necklace. Image courtesy of DFS Group

Combining Roman history with modern elegance, Bulgari hopes the necklace will appeal to indulgent consumers.

Customers can find the necklace at T Galleria by DFS in Auckland, Hong Kong, Macau, Okinawa and Sydney. It will also be offered at T Fondaco dei Tedeschi by DFS, Samaritaine Paris Pont-Neuf by DFS and DFS, Singapore Changi Airport.

Continuing in the celebration of its Roman heritage, Bulgari reopened its Paris flagship after embarking on a renovation that celebrates the maison's heritage. Located at Place Vendome 23, Bulgari's Paris Temple was refreshed by architect Peter Marino.

The reopening came as luxury brands, particularly jewelers, look to welcome back more clients for in-store shopping with elevated service (see story).

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