

JEWELRY

LVMH celebrates craftsmanship with insightful series

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LVMH is honoring its *Mtiers d'Excellence* in a behind-the-scenes campaign. Image credit: LVMH

By KATIE TAMOLA

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton is illustrating the passion behind its maisons with a new series featuring its talented employees, starting with Roman jeweler Bulgari.

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"The Story Behind ME," features Lucia Silvestri, jewelry creative director; Massimo Di Valentini, high jewelry and prototyping workshop director and Sergio Scudellari, grand vendeur discussing their involvement with the Serpenti. As the entertaining and upbeat video showcases different shots of the stunning Serpenti necklace, the three professionals discuss their processes and experiences working for the house, what inspires them and the future.

"This is a primer for those new to Bulgari that is educational, informational and entertaining," said Chris Ramey, CEO of [Affluent Insights](#), Palm Beach.

A love story

The short film shows the Serpenti craft and showcasing progress in several different places including Bulgari HQ, the Bulgari laboratory and a house boutique. The vignette, set to an upbeat soundtrack, is filmed like an exciting movie preview, with text overlay hinting what to expect next.

Beginning with Ms. Silvestri the video starts with the story of creation. The jewelry creative director talks about the reverence the house has for their Serpenti icon.

From the designing floor to the laboratory to the boutique, the Serpenti journeys.

"With the stones, it was love at first sight," she says. "It's a special story, I'd almost say a love story."

She holds up the necklace, explaining how it is both a serpent and house icon, analyzing the design as recognizable. The house has designed the Serpenti so that consumers immediately identify and connect the icon with the brand.

Ms. Silvestri explains how the creation process is a team effort, where designers, buyers and craftspeople share ideas. She also explains the familial spirit inherent in the house and how she has served alongside three generations of jewelers who work together.

The next chapter is the story behind craft, set in the laboratory with Mr. Di Valentini, who is working meticulously at his workstation. He discusses how Bulgari has aimed to develop the necklace in a more modern way, while maintaining the traditional ethos of the brand.

The shots track him working throughout the lab as he discusses what the necklace embodies.

"The symbol is typically Bulgari, it is part of the brand's DNA, it is an artisanal product which is very much linked to the sensations and ability to imagine the design," he says.

He then describes what every jewelry needs what he refers to as the "four p's" passion, patience, perseverance and madness. "Pazzia" is madness in Italian, and Mr. Di Valentini means madness as a willingness to change, an adaptability and openness.

"I mean by that the ability to look at things differently," he says. "This is our biggest challenge."

He then explains how the first thing the team does once they finish developing a product is criticize it. They do not aim to destroy or diminish their hard work, but they are already looking towards a future where they can create an even better product.

The story concludes with a glimpse into the client experience with Mr. Scudellari at the Bulgari boutique. He begins talking about the product's journey from the design center to the laboratory.

"It's only when they arrive in store that they start to live," he says.

He then describes the boutique as a theater, with the product ostensibly serving as the main character.

He says his role as a high jewelry salesperson is an art, and a dance due to its collaborative nature.

"I would advise those who want to embark on this career to observe, listen and also take risks," he says.

Every professional in the film shows great thought and care towards the Serpenti necklace, also illustrating a palpable sense of pride in their work.

LVMH produced and promoted the short film, in collaboration with Mtiers d'Excellence, its vocational program. This is the most recent reflection of its position as a leader in luxury, consisting of houses built on passion and tradition.

The vignette ends with inviting others to also follow career paths based in passion, with a "find your dream job" text overlay which then highlights dozens of jobs including gems buyer, watchmaker, client adviser, woodworker, housekeeper, sommelier and more.

Serpenti at the heart

The Serpenti icon is clearly at the heart of the Bulgari brand, and the house continues to utilize the symbol as a tool in making the house immediately recognizable.

When consumers see the Serpenti, the hope is they will instantly think of and feel connected to Bulgari.

Last month, Bulgari utilized artificial intelligence technology to showcase its signature Serpenti motif in a futuristic fashion.

As part of the jeweler's Serpenti Metamorphosis exhibition, which was launched during Milan Design Week, multimedia artist Refik Anadol created an artificial intelligence installation to celebrate the nature of the Bulgari emblem. The digital sculpture, the first of its kind for a luxury house, will be on display at the Piazza Duomo in Milan until Oct. 31, when it will then embark on a world tour ([see story](#)).

In August, Bulgari collaborated with a Tokyo-based fashion designer for a limited-edition collection of handbags and accessories as part of the Roman jeweler's "Serpenti Through the Eyes Of" series.

Designed by Yoon Ahn, creative director at Ambush, the "Serpenti Through the Eyes of Ambush" collection includes a fresh interpretation of Bulgari's Serpenti Forever bag ([see story](#)).

The latest spot from Bulgari once again makes the brand and Serpenti interchangeable, inspiring admiration and association from consumers.

"The video is crafted so that Bulgari and Serpenti's ethos seamlessly play off each other," Mr. Ramey said.

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