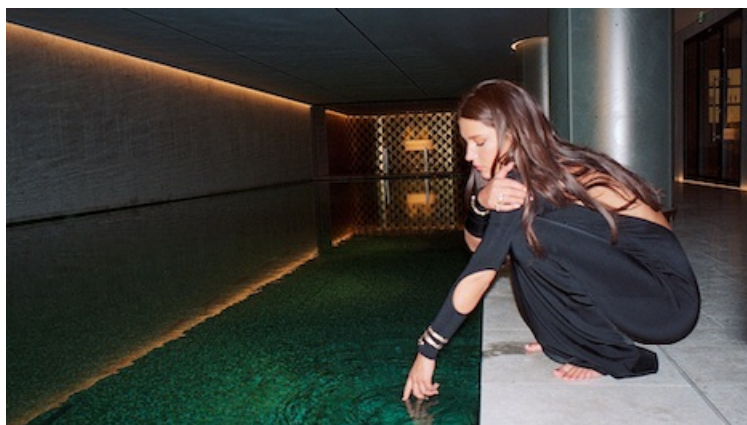


TRAVEL AND HOSPITALITY

Bulgari demonstrates limitless adventure in Parisian hotel

February 23, 2022



French actress Adèle Exarchopoulos explores the Bulgari Hotel Paris. Image credit: Bulgari

By NORA HOWE

Italian jeweler Bulgari is promoting its latest hospitality feat with a lighthearted and exciting new campaign featuring French actors François Civil and Adèle Exarchopoulos.

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Opened in December 2021, located on Avenue George V, the new Bulgari Hotel Paris holds 76 rooms and suites that aim to meld the Italian heritage of the brand and the history of the French city ([see story](#)). The campaign follows the two actors as they gallivant through the property, engage in silly behavior and revel in the views of the City of Light.

"Heritage luxury brands like Bulgari need to stay relevant, and using young talent as spokespeople, as they have in this campaign, tends to be quite successful," said Daymon Bruck, chief creative officer of **The O Group**, New York.

"It evokes an authentic spirit of freedom and tasteful escapism perfect for hospitality brands who want to embody the dream of luxury travel these days."

Mr. Bruck is not affiliated with Bulgari, but agreed to comment as an industry expert.

French elegance, Italian know-how

Directed by French duo ROMY, Romain and Marylou, and produced by 3.0 Production and ScopeHot, the campaign includes a 60-second and 30-second version of a short film as well as a series of still images.

The minute-long film opens with a series of hotel shots including a restaurant, where a multitude of guests are enjoying their meals, the spa and a chic cocktail lounge, where Mr. Civil is seen stepping behind the bar.

The two actors joyfully explore the new property

"I have been invited somewhere incredible," he says in a voiceover. "Are you in?"

In a blatantly cinematic style, the following scenes depict Mr. Civil and Ms. Exarchopoulos in formal attire jumping on couch cushions, swimming in a pool fully clothed, making drinks at the bar, having pillow fights and dancing at an outdoor patio.

As they chase each other playfully through their suite, audiences get an overall sense of the opulent new Parisian space, but nothing seems to top their experience more than when they discover the view from their bedroom window a clear view of the Eiffel Tower.

While the creative intends to highlight the hotel's offerings, it also serves as a promotion for the jewelry brand, as the two actors are seen throughout the imagery wearing pieces such as the Serpenti Viper bracelets and various rings from the collection.

The campaign aims to reflect the art of storytelling through cinema and honor its stars' creative abilities by allowing them to create their own journey, as they so often tell the stories of others.



The Paris property features a 1,300-square-foot spa. Image credit: Bulgari

The hotel features the Il Ristorante Niko Romito, a luxury Italian restaurant offering contemporary and authentic Italian cooking, a 1,300-square-meter spa occupying two levels, as well as a spa suite designed for couples with a double bed, private jacuzzi and hammam.

The pool, shown in the campaign, is decorated with glass columns with an entrance that reverberates the aura of Roman baths.

Expansion of Bulgari

Bulgari has spent the last two decades building out its brand offerings, expanding well beyond fine jewelry.

In 2001, Bulgari formed a joint venture with Marriott-owned Ritz-Carlton to launch Bulgari Hotels and Resorts, and since then has successfully opened seven properties, including the newest addition in Paris.

The first five were opened between 2004 and 2017, in Milan, Bali, London, Beijing and Dubai. The brand's hospitality group is accelerating, however, as it expects to open five more properties in the next four years.

Undaunted by the COVID-19 pandemic, in July 2020, Bulgari announced its plans to open its first hotel property in Rome, where it hopes to showcase an opulent experience with more than 100 suites and rooms overlooking the Ara Pacis and tomb of Caesar Augustus.

The Bulgari Hotel Roma is expected to open this year, occupying a rationalist building built between 1936 and 1938 and made of traditional Roman materials and colors, such as ochre Travertine marble and burnt red brick ([see story](#)).

Later that year, the brand announced more plans for a property in Miami Beach, expected to open in 2024. Located on the waterfront with access to Miami beaches, the hotel will offer ocean views steps from the Miami Art Deco district.

The hotel will be the first Bulgari-branded property in the United States ([see story](#)).

Properties in Moscow, Tokyo and Los Angeles are also expected to open during this time.

"Bulgari does a great job reflecting the desire of luxury consumers today when traveling: a more relaxed and approachable experience wins over formal and reserved," Mr. Bruck said.

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