

JEWELRY

Bulgari taps Anne Hathaway, Zendaya for elegant, contemplative vignette

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Zendaya and Anne Hathaway star in a dreamy, delightful vignette. Image credit: Bulgari

By KATIE TAMOLA

Italian jeweler Bulgari is ruminating on the unexpected and overlooked beauty of life with the help of two of Hollywood's most admired stars.

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In Bulgari's new "Unexpected Wonders" film, American actresses and house ambassadors Anne Hathaway and Zendaya embark on a visually stunning journey, adorned in the house's high jewelry designs. An ode to Bulgari ethos with clear references to brand codes throughout the film invites consumers to contemplate the small beauties and wonders around them.

"The film represents a masterfully executed brand story that revolves around the Bulgari woman, or rather her eternal self: She is the present and the future wrapped in one," said Thoma Serdari, director of fashion and luxury MBA at NYU Stern and author of *Rethinking Luxury Fashion*, New York.

"She is aware of the passing of time, confident with who she is at any moment, confident about who she has been and who she will be, hopeful about what lies ahead," she said. "The Bulgari woman is as eternal as Rome herself and she is thoughtful, full of joy, and artistically inclined."

To discover wonders

The film by Italian director Paolo Sorrentino opens with Ms. Hathaway standing by a tree, wearing a necklace with an emerald centerpiece. In the natural and verdant setting, one can hear birds chirping and flying away.

Ms. Hathaway's voiceover begins as she walks and is then joined by Zendaya who walks alongside her. Zendaya fashions a diamond necklace with a cobalt pendant.

Zendaya and Ms. Hathaway explore and take in the wondrous properties of life in a new spot

An inviting yet sophisticated violin soundtrack permeates.

"In the search for wonder," Ms. Hathaway says. "There are no endings," Zendaya continues.

"Only new beginnings," Ms. Hathaway finishes.

The two approach the home and smile at each other.

The shot cuts to Ms. Hathaway in a silk robe reclining in one of the house's bedrooms, where Bulgari jewels are strewn throughout, including multicolored rings and a diamond necklace.

Zendaya, adorned in a Serpenti necklace, is seen in a disparate room, also admiring the light shining through her window as she studies a ruby-colored ring.

The two then embark on separate explorations of the large house.



Life is extraordinary in Unexpected Wonders. Image credit: Bulgari

Ms. Hathaway begins playing piano while wearing an emerald ring. Zendaya stands in awe as she enters a room where hundreds of vibrant colored flowers are magically falling from the ceiling and floating in the air.

Bulgari codes and symbols are poetically woven throughout the Serpenti symbol, a quick shot of a peacock, the Roman busts and location and most importantly the elegance and confidence exhibited by those who wear the jewelry.

As both women experience the awe-inspiring properties of the home, a juxtaposition of the magical and ordinary occurs, as seen when Ms. Hathaway drinking from a coffee cup as flowers and butterflies soar around her.

The emotive and captivating film invites consumers to ponder the small beauties around them that may go unrecognized while also excitedly contemplating all that is left to discover. It is a call to celebrate life, for all its wonders, both the unexpected and the taken for granted.

"To enjoy what's precious," Ms. Hathaway says. "The passage of time."

"The colors of the seasons," Zendaya continues. "To define yourself."

"To remember the past," she says.

"To look to the future," Ms. Hathaway finishes.

The short film continues as the pair embarks on one of life's simple pleasures, dancing freely. A peacock, a known Bulgari motif and an ancient Roman symbol for elegance and confidence, observes approvingly from one of the home's balconies.

The pair, then dressed back in the formal wear they entered the home in, venture to the balcony, leaning their heads against each other, looking directly into the camera.

"To discover unexpected wonders," Zendaya says, as Ms. Hathaway chuckles agreeably.

The final shot shows hundreds of more flowers, floating upward, as the women look on admiringly.

Into the future

Bulgari campaigns often celebrate the brand's history and accomplishments while looking toward the future.

With thoughtful ambassador selections and meaningful marketing, Bulgari aims to keep growing.

According to the Kantar BrandZ Top 30 Most Valuable Italian Brands 2022 report, Bulgari was one of the fastest-growing brands with 47 percent growth year-over-year. Bulgari is valued at \$2.324 billion, ahead of Armani which saw modest growth of 8 percent y-o-y for a valuation of \$2.313 billion ([see story](#)).

Additional campaign material features more photos of Zendaya and Ms. Hathaway, as well as brand ambassadors

Priyanka Chopra Jonas and Blackpink singer Lisa. The extensive roster of ambassadors also includes Italian influencer and entrepreneur Chiara Ferragni ([see story](#)), rounding out a group that could reach the next generation of luxury lovers.

"The two women, Zendaya and Ms. Hathaway, are indeed the representation of Bulgari, a brand that always manages to renew itself while also remaining timeless and eternal, very much like Rome," Ms. Serdari said. "Like the eternal city, Bulgari rests on the accomplishments and wonders of the past but always seeks to appeal to the young who hold the future."

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