

JEWELRY

Bulgari goes botanical with idyllic new floral collection

August 17, 2022



A scene from "The Emerald Glory Necklace | Bulgari High Jewelry." Image credit: Bulgari

By AMIAH TAYLOR

Roman jeweler Bulgari has released a series of high jewelry videos highlighting its latest creations from its magnificent "Eden, The Garden of Wonders" collection.

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Necklaces designed by the Italian jewel purveyor include rich saturated color palettes and internationally sourced gemstones. The stunning pieces are inspired by European destinations like Capri, as well as the ocean and mythical creatures.

"The trend is to prove that true, top-tier luxury brands are always unique and authentic, as opposed to 'me too' players," said Milton Pedraza, CEO of [Luxury Institute](#), New York.

"To be at the pinnacle of the category and justify your price you must provide concrete emotional as well as functional reasons to believe that the brand is worthy of the price and this reassures the buyer that this brand and product have lasting emotional and financial investment power," he said. "The videos achieve those objectives."

Audacious adornments

For affluent gemstone aficionados, the "Eden, The Garden of Wonders" collection offers a bold celebration of the eye-catching colors found in the natural world. The Emerald Glory necklace features over 220 carats of diamonds and just over 42 carats of emeralds.

"The Emerald Glory Necklace | Bulgari High Jewelry" campaign video

"This necklace from the Eden collection is an absolute masterpiece," says Lucia Silvestri, the jewelry creative director and gems buying executive director for Bulgari, in the video. "Our idea was to create a necklace that could be worn in different ways."

The Emerald Glory necklace is a multipurpose piece crafted from platinum. It can be worn in three different ways: as a tiara, as a necklace with both emeralds and diamonds or as a full diamond choker with the emeralds detached.

"The Flowers of Eden Necklace | Bulgari High Jewelry" campaign video

"When thinking about Eden, I had this vision of a blooming garden," Ms. Silvestri says in the film. "I started mixing and matching colored gems and together with a designer we have chosen all the color shades to depict a beautiful garden."

The Flowers of Eden necklace required 1500 hours of labor. As a tribute to the beauty of nature, the high jewelry piece features handcrafted mother of pearl petals and includes vivid tourmalines and amethysts.

"The Mediterranean Reverie Necklace / Bulgari High Jewelry" campaign video

When speaking to the focal point of the Mediterranean Reverie necklace, a 107.15-carat royal blue cushion cut sapphire, Ms. Silvestri called the prospect of holding such an extraordinary gemstone in her hands "a thrill."

The Mediterranean Reverie necklace was directly inspired by the scenic waters of the Grotta Azzura in Capri. From a design perspective, the deep blue of the sapphire is enhanced by the brilliance of the accompanying baguette-cut diamonds.

Actress and Bulgari ambassador Anne Hathaway wore the piece at the Cannes Film Festival this year.

Bulgari takes bloom

Bulgari's hospitality arm is heading to the Maldives for its 13th property, continuing the brand's international expansion ([see story](#)).

The Roman jewelry house has properties across the world in popular destinations like Paris and Bali, but its "Unexpected Wonders" campaign film is yet another example of its global reach.

The 138-year-old Roman jewelry maison's recent campaign film generated a lot of buzz, particularly among Chinese social users. #UnexpectedWonders has racked up over 7.6 million views on Weibo, a Chinese microblogging website, and has been viewed over half a million times ([see story](#)).

As Bulgari continues to branch out and gain favor with audiences all over the globe, the Roman jeweler will be expected to stay top of mind for young affluents with a penchant for luxury accessories.

Some experts find the Italian jewelry house to be too ostentatious for regular wear.

"Given where we are today culturally, I wouldn't be caught dead wearing anything like it, even if I could afford it," said Pam Danziger, president of [Unity Marketing](#), Stevens.

"The collection takes conspicuous consumption to a whole new level that I frankly find distasteful," she said.

But others admire the Roman jeweler's latest collection and exquisite jewelry heritage represented in the recent campaign films.

"The videos communicate that Bulgari is authentic luxury, unique and distinct," Mr. Pedraza said.

"They provide educational and entertaining evidence that Bulgari is a master of jewelry design, creativity, beauty and craftsmanship."