

JEWELRY

Bulgari portrays sophisticated Roman adventure in latest campaign film

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An image from Bulgari's "The Giardino Dell'Eden Piccolissimo Watch," campaign film. Image credit: Bulgari

By AMIAH TAYLOR

Roman jeweler Bulgari has zeroed in on its unparalleled craftsmanship in a new campaign film starring actor and singer Tomohisa Yamashita.

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Since Mr. Yamashita was appointed as a Bulgari ambassador in 2021, he has starred in multiple video vignettes for the Italian house including a popular music video. In this latest campaign film, Mr. Yamashita explores Bulgari's high jewelry collection and views the luxury brand's workshop.

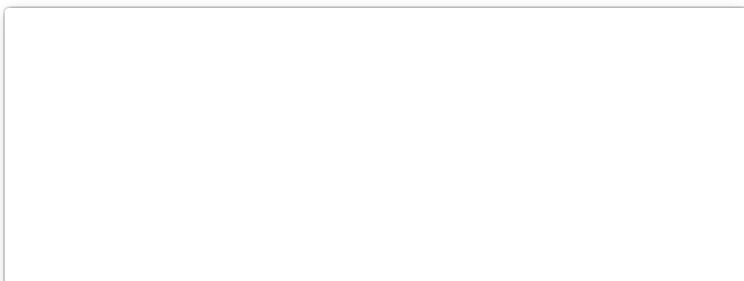
"In an ever increasing competitive world of start-ups and companies branding themselves as luxury on platforms like Instagram and Tik Tok seemingly overnight, established luxury jewelers and watch companies such as Bulgari, Cartier and Rolex to name a few, have to reinforce their messaging on craftsmanship, provenance and history," said Christos Joannides, founder/creative director of **Flat 6 Concepts**, Beverly Hills, CA.

"It strengthens their brand in every way and reminds their audience that their process is one of diligence, dedication, highly curated quality materials and craftsmanship which all equals to the ultimate luxury piece," he said.

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

Stunning serpentine jewelry studio

The renowned jewelry brand released a three-part video series from Aug. 27 to 29 centered around Mr. Yamashita's experiences in Rome as a Bulgari ambassador.



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Mr. Yamashita is stylishly dressed in Bulgari jewelry as he introduces himself

In the first video, Mr. Yamashita reveals that he has never visited Rome but is thrilled to have the opportunity to visit Bulgari's main store. Outfitted in a sleek black sleeveless suit jacket, Mr. Yamashita wears the Octo Finissimo Watch.

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Mr. Yamashita views the unrivaled beauty of Bulgari's boutique

In the second video, Mr. Yamashita visits the brand's historic boutique on Via dei Condotti in Rome. He takes in the beauty of high jewelry pieces and soaks in the Maison's glamour while outfitted in a sharp suit ensemble with a white gold Serpenti Viper bracelet and a black Serpenti Forever shoulder bag.

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Mr. Yamashita observes Bulgari's master artisans hard at work

In the final video, the atmosphere transforms from glossy and glamorous to tactical and conceptual. Mr. Yamashita watches Bulgari's master artisans meld, solder, and shape metals for an incandescent high jewelry necklace with a large emerald center stone.

Konnichiwa Bulgari

Beyond appointing Japanese celebrity Tomohisa Yamashita as a brand ambassador, Bulgari has set its sights on Japan in no uncertain terms. The Roman jeweler is seeking notoriety with a new set of consumers, adjusting its optics as necessary to strengthen its location-based marketing.

The watch purveyor has plans to open a hotel in Tokyo by the end of the year ([see story](#)). The Roman jeweler also collaborated with Tokyo-based fashion designer Yoon Ahn for a limited-edition collection of Serpenti handbags ([see story](#)).

Bulgari is not alone in ramping up its presence in Japan. British fashion house Burberry recently partnered with popular Japanese manga series Blue Period to introduce a new comic starring the co-created character, "Lola," in coordination with the launch of its signature Lola bag ([see story](#)).

"Bulgari's campaign accurately reflects the trends in the luxury industry," said Rebecca Miller, founder/CEO of [ARTful Communication](#), New York.

"They are providing transparency of resources, processes and talent through a creative lens that invites the audience into the inner workings of their house," she said. "They maintain a bit of mystery by capturing imagination, provoking the desire to learn more and enhancing the brand's standing... all leading up to acquisition."

Ms. Miller is not affiliated with Bulgari, but agreed to comment as an industry expert.