

JEWELRY

Bulgari elevates elegant gemstones in its newest campaign film

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A scene from Bulgari's "Divas' Dream" campaign film. Image credit: Bulgari

By AMIAH TAYLOR

Roman jeweler Bulgari has created a spellbinding campaign film for its Divas' Dream jewelry collection.

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The spot, which debuted on Sept. 8, gives viewers a sneak peek into the meticulous craftsmanship behind the collection. Crafted with both durability and beauty in mind, the reimaged Divas' Dream necklaces feature unique colored stones like mandarin garnet, green tourmaline, chrysoprase and turquoise.

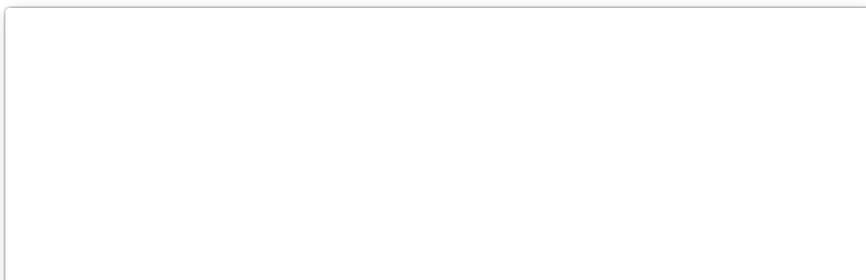
Gemstones galore

The film begins with a white colored pencil being pressed against black drawing paper, as an artisan sketches out foundational design elements for three Divas' Dream necklaces. The viewer is taken on a visual tour of how the necklaces were conceived as gemstones come into view and different colored pencils add lines and depth to the illustration.

Bulgari's "Divas' Dream" campaign film

In a new scene, an artisan arranges purple and green gemstones with tweezers as the music takes on a more dramatic and insistent rhythm.

The completed composite sketch is breathtaking, reflecting three Divas' Dream necklaces which each feature a vivid center stone. Mint tourmaline, mandarin garnet and citrine madeira are the carefully selected stars of the illustration.



[View this post on Instagram](#)

A post shared by BVLGARI Official (@bulgari)

An image of two Bulgari Divas' Dream necklaces

Transitioning from theory to reality, the necklaces become three dimensional as actual metal design elements are selected to create the center pendant. A magnified view of an artisan setting stones in the necklace speaks to Bulgari's detail-oriented and thoughtful approach to jewelry assembly.

The film ends with a luxurious view of all three completed necklaces gleaming incessantly on mannequins. "Bulgari" flashes on the screen as the spot comes to a close.

Bling for the ladies

The global luxury jewelry market is expected to reach 40.19 billion by 2031, growing at a CAGR of 6.4 percent from 2022 to 2031, according to an Allied Market Research [report](#). However, the North American luxury jewelry market is forecasted to grow at an even speedier rate at a CAGR of 6.7 percent.

The women's segment of the global luxury jewelry market accounts for the dominant share so naturally, key players in the luxury jewelry industry like Swarovski, Mikimoto and Chopard tend to cater to the demographic. Bulgari is no exception.

While the Italian jeweler does create beautiful accessories and timepieces for men, women are clearly the driving force behind the house's continued diamond-studded designs. Bulgari's magnificent "Eden, The Garden of Wonders" collection, for example, epitomized grace and feminine flair ([see story](#)).

Bulgari's focus on the wondrous beauty of femininity extends from its bejeweled creations to its olfactory options. The Roman jeweler recently released an ode to roses with its latest bright and sensual fragrance ([see story](#)).

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