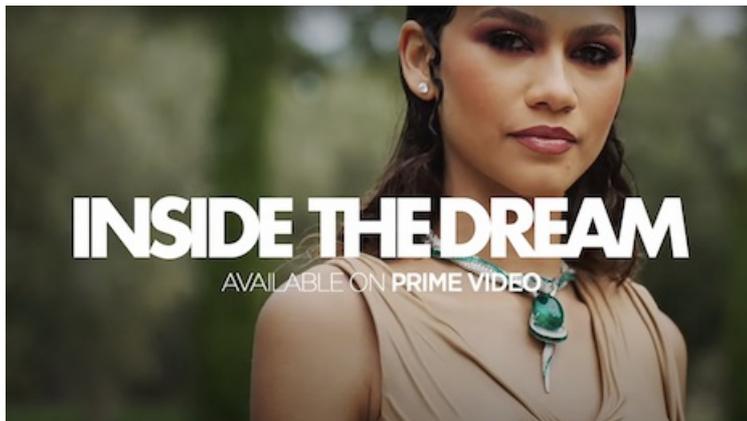


JEWELRY

## Bulgari goes from luxury jeweler to filmmaker in new trailer

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A scene from Bulgari's "Inside the Dream," teaser trailer. Image credit: Bulgari

By AMIAH TAYLOR

Roman jeweler **Bulgari** has released a teaser trailer for "Inside the Dream," which the Italian brand is calling "the first ever behind the scenes high jewelry movie."

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The star-studded campaign film features two-time Emmy award winning actress Zendaya as well as model and actress Priyanka Chopra Jonas and celebrity image architect Law Roach. The spot follows how Bulgari sources gemstones for high jewelry and how those inimitable designs end up on the necks of celebrities at high profile events.

Inside the dream

The docu-film "Inside the dream," is directed by Matthieu Menu and produced by Terminal 9 Studios. The documentary trailer begins with a picturesque landscape shot of coastal buildings located right off the water.

The first voice the audience hears is Zendaya's as she describes the fierce anticipation of opening a jewelry box from Bulgari.

"You just get full of excitement," she said in the film. "You feel like a little kid on Christmas."

As stylist and hairdressers fuss over the actress and primp her appearance, she is presented with a box by her stylist Mr. Roach. After she claps her hands in excitement and begins to open the box, the audience is held in suspense.

The scene cuts to black and "Discover the secrets of a high jeweler," flashes on the screen in bold white text.

*Bulgari's "Inside the Dream" campaign trailer*

The next scene is of Bulgari's creative director Lucia Silvestri, peering at a blue gemstone in front of a seemingly endless wall of jewelry designs.

"I can say I am the woman who buys the most beautiful gemstones in the world," Ms. Silvestri says in the film.

In another scene, Victoria's Secret Angel and model Lily Aldridge wears a colorful jeweled necklace and alludes to

Ms. Silvestri.

"As Lucia would say, the gemstones are talking to me," Ms. Alridge says in the film.

Actress Priyanka Chopra Jonas greets Ms. Silvestri with a warm embrace, clearly enthused by the encounter.

"I want secrets," she says. "I want to know all the secrets."

*Bulgari's second "Inside the Dream" campaign trailer sneak peek*

As Ms. Lucia silvestri empties a bag of pink and purple gemstones, Ms. Chopra Jones stares in wordless wonder, literally shocked into a happy silence.

Other celebrities that make an appearance include Italian beauty blogger and influencer Chiara Ferragni and Thai rapper Lisa.

The film is framed as a hunt for the perfect gemstone and the audience is invited to lean into the thrill of the chase. The decadent gemstones that Ms. Silvestri encounters are Easter eggs, clues to help her craft magic into reality.

The film ends with Zendaya finally opening the jewelry box and revealing a highly anticipated emerald necklace, with a center stone the size of a strawberry.

The heat of Zendaya

Bulgari is no stranger to using celebrities in branded campaign films and has collaborated with actress Zendaya and Anne Hathaway in the past ([see story](#)). Zendaya recently received another Emmy which has only bolstered her star in Hollywood even higher.

The young starlet was largely featured in the "Inside the dream," teaser trailer and her presence alone, barring any other famous cast members, could lead to the hotly anticipated docu-film being a success.

Valentino also inadvertently benefitted from the actresses growing professional accolades because the Italian fashion label recently dropped a new Barbiecore campaign with Zendaya as the face ([see story](#)).