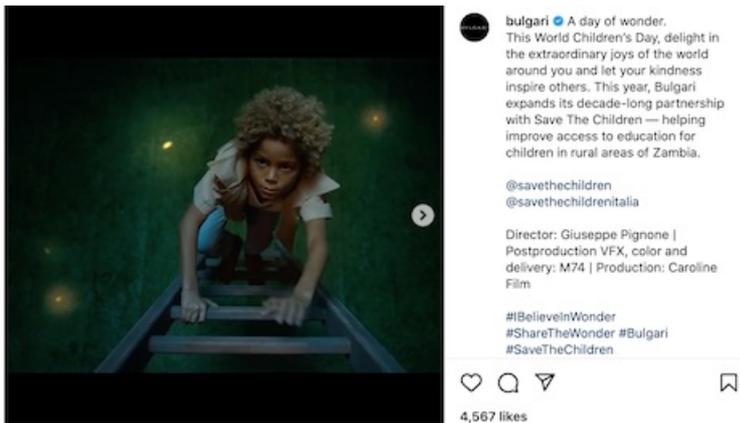


JEWELRY

## Bulgari extends years-long support of Save the Children

November 22, 2022



*Bulgari has supported Save the Children for more than a decade. Image credit: Bulgari*

By LUXURY DAILY NEWS SERVICE

Italian jeweler Bulgari is expanding its years-long partnership with British nonprofit Save the Children by providing youth in rural Zambia with access to education.

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Since the partnership began in 2009, Bulgari has raised more than \$100 million for Save the Children with its special edition jewelry collection of the same name. This has funded 120 programs and supported more than 2 million children around the world.

"The gift of hope can turn your whole world around," said various celebrities including model Lily Aldridge and aristocrat Lady Kitty Spencer, in an ad for the collection featured on Bulgari's website. "When you have hope, your whole world can change."

Based in Rome, **Bulgari** is part of the French luxury conglomerate LVMH's family of brands.



*Still from Bulgari's new video short celebrating its long-time sponsorship of Save the Children. Image credit: Bulgari, Save the Children*

### Higher mission

Items from the customizable collection include a sterling silver spinner ring, a black ceramic pendant on a chain and a sterling silver bracelet.

Also included is the silver and onyx pendant flourished with a single ruby that was created to mark the 10<sup>th</sup> anniversary of the collaboration in 2019.

Each of the pieces features the Save the Children logo, which resembles the silhouette of a child with its arms raised in the air.

Since 1919, **Save the Children** has provided lifesaving relief to children throughout the world. The organization distributes 85 percent of every dollar donated to its health, safety and educational programs.

In a video accompanying the announcement, posted to Bulgari's Instagram, a child climbs a ladder up into the night sky under a crescent moon as fireflies swirl around him. He plucks one out of the air and off it flies to greet a young girl sitting on a swing suspended from the ether.

The announcement came around the time of Universal Children's Day Nov. 20.

"Helping children discover the magic of the world like the sparkle of magnificent fireflies," reads Bulgari's post to Twitter.

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