

RETAIL

Bulgari reveals hidden holiday gems with augmented reality retail activation

December 21, 2022



The brand is partnering with influencer Tamu McPherson on a tech-forward and festive storefront experience. Image credit: Bulgari

By MARYBETH CONNAUGHTON

Roman jeweler Bulgari is injecting contemporary digital technologies into a classic holiday pastime with an offline extension of its "I Believe in Wonder" campaign.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Teaming up with influencer Tamu McPherson, who also happens to be the LVMH-owned entity's corporate social responsibility ambassador, incorporating an interactive mobile feature into its storefront windows for a shopping experience like no other. Shoppers can start the interactive journey by scanning QR codes available in the storefront displays of nearby Bulgari locations.

Unboxing Magic

Standing in front of Bulgari storefront displays, shoppers' mobile devices become windows into a new world.

Viewers of a recent promotional video are able to watch Ms. McPherson, a digital creator herself, discover what lies just beyond Bulgari's installation.

Discover the festive surprise awaiting you behind our holiday windows this season. Open your phone, open your eyes, and get ready for your immersion into a world of wonder.

<https://t.co/2p0hdbtuPg> #Bulgari #BulgariWatches #IBelieveInWonder #HolidaySeason
[#ShareTheWonder pic.twitter.com/VW4huUpugl](https://pic.twitter.com/VW4huUpugl)

Bulgari (@Bulgariofficial) December 17, 2022

The perfect luxury pairing sees Bulgari's ambassador stopping short of its storefront, in a video soundtracked by Paolo Conte's "Via Con Me." Dressed to the nines in a powder blue suit, she holds her phone up to the window, scanning a QR code that reveals new digital surprises from the physical faade.

The clever contraption allows consumers to learn more about the Bulgari collection at hand, one that happens to

include new entries into the brand's repertoire.



Visitors to Bulgari's website will see fireflies, a treasured motif, flitting around its digital interface. Users can choose to hide the insects should they, say, distract from the glinting of the jewelry listed. Image credit: Bulgari

A standout from among the jewelry on offer is the customizable "B.Zero1" ring, an 18-carat white gold spiral set in pave diamonds. Another unique piece includes the Bulgari single earring, an 18-carat rose gold circle with round pave diamonds gathered in its center.

Also new is from Bulgari the Viper Ring, part of the brand's popular Serpenti collection. Two coils of 18-carat yellow gold feature demi-pave diamonds on their "heads" and "tails," resembling a small snake.

Among the handbags on offer is a new entry, the Serpenti Cabochon Maxi Chain Crossbody mini bag, made of quilted calf leather and colored in antique gold. At select Bulgari boutiques and on the website, handbags and small leather goods can be hot stamped with up to three letters, symbols or emoticons.



Bulgari's holiday storefront display engages consumers in novel ways. Image credit: Bulgari

Shoppers of the collection can expect a number of complimentary surprises, one of which is the option of a special box embossed in "Pantheon Mesh" which resembles the patterns found on the iconic Pantheon in Rome, an allusion to the brand's heritage.

One-on-one appointments in-store and virtually at Bulgari locations are also welcomed.

Teaming up with Tamu

As a luxury authority and founder of the blog "All the Pretty Birds" herself, Ms. McPherson's feature in Bulgari's latest campaign is fitting, considering her CSR-facing role ladders up well to this year's philanthropic holiday initiative.

For Universal Children's Day on Nov. 20, 2022, the brand announced the expansion of its longtime partnership with Save the Children. One of two brand-specific initiatives provides educational resources to youth in rural Zambia.

Bulgari released a special jewelry collection in support of the project ([see story](#)).

The brand announces the expansion of its longtime partnership with Save the Children

Since beginning the partnership in 2009, Bulgari has raised more than \$100 million for the British nonprofit, funding 120 programs for more than 2 million children around the world in the process.

The second of the two involves Save the Children's stateside "Arte di Bulgari" program 10 percent of U.S. retail sales on the day of the observance were donated to benefit the program on Nov. 20. Ms. McPherson joined the brand for

the charitable collaboration this year, furthering the premise that her feature amid Bulgari's latest holiday effort makes sense.

Retail-facing, the integration of digital technologies at store locations appears a natural next step, as the brand is also not new to the use of augmented reality and Web3, or artificial intelligence, for that matter.

Both have been tapped before the former for an immersive perfume project at the world's largest duty-free conference ([see story](#)), and the latter during a collaboration with Turkish American media artist Refik Anadol inspired by its Serpenti collection ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.