

JEWELRY

Bulgari explores femininity for 75 years of Serpenti

February 22, 2023



Bulgari's dive into the feminine ties to serpents brings forth the transformative power of the Serpenti design. Image credit: Bulgari

By EMILY IRIS DEGN

Roman jeweler **Bulgari** is taking to the Spanish city of Madrid in honor of a design milestone.

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

The brand marked the 75-year anniversary of the brand's Serpenti silhouette with a star-studded celebration at the Thyssen-Bornemisza National Museum in the city, featuring art installations, musical performances and Serpenti references throughout. The celebration continues throughout Madrid, with Bulgari placing pop-ups and billboards dedicated to the design around the city.

Female gaze

Bulgari is presenting Madrid through the eyes of a Spanish woman, exploring the identity and sensuality of the city.

Tapping Spanish model Nieves Alvarez, Bulgari takes viewers on a journey through a visual campaign. Ms. Alvarez takes the Roman jeweler to key spots around the city, all while wearing the iconic Serpenti design.

Serpenti's Madrid Takeover Through the Eyes of Nieves Alvarez | Serpenti 75

Stopping first at Retiro Park, the opulence of the brand fits right into the ionic columns and sparkling pool. The grounds used to belong to the Spanish monarchy, infusing a level of luxury into the tour.

Ms. Alvarez is adorned in Serpenti jewelry, moving fluidly around the pillars in a serpent-like manner. This homage to the feminist notes of the design brings up images of Elizabeth Taylor wearing the legendary snake design wrapped around her.



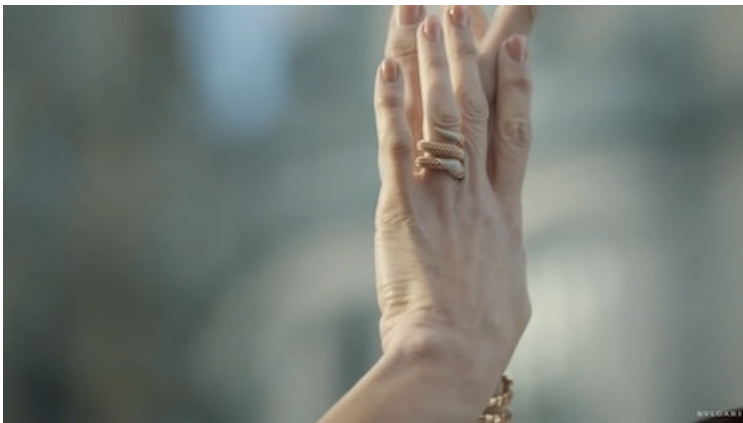
Bulgari takes viewers on a journey of Madrid, capturing the spirit of Serpenti. Image credit: Bulgari

The metamorphizing animal has been associated with women for millennia, with myths and stories tying a shadowy view of womanhood to serpents. From the tale of Eve communing with the snake form of Lucifer in the Garden of Eden, to the cursed Medusa in Ancient Greece with her head of snakes, many of these stories have villainized the mysteriousness of women.

In an act of reclamation, the Serpenti design brings forth pride in this shadowy association, centering the transformative power of the feminine identity. Snakes are bejeweled and shining in the Spanish sunlight, rather than slinking in the darkness.

Ms. Alvarez embodies this spirit, wearing her hair slicked back in a serpentine braid and moving with grace. She stares boldly into the camera, traveling through the city with confidence.

She runs past the brand's billboard in central Madrid that features the design, the camera cutting to a shot of her hands slithering together while covered in Serpenti jewelry. Her ringed fingers weave together, mimicking a snake.



Using her body to mimic a snake, Ms. Alvarez owns the serpent affiliation that has been given to women in an act of reclamation. Image credit: Bulgari

The model takes Bulgari to the subway stations, through historic districts and to exclusive Bulgari pop-ups covered in gold light all the while the camera pans in on her goddess-inspired jewelry and her smooth movements. This offers both a full view of the city, past and present, and a full view of femininity's strength and delicacy.

This ultra-feminine perspective comes full circle with a stop at the museum space that hosted the celebrations, with Ms. Alvarez gazing at the art and odes to the infinite shapes of Serpenti.

Womanhood in this sense is about wholeness, without the typical disregard for the darker sides of the gender experience. Women are powerful, transformative and fluid, embracing darkness just as much as the light.

Taking to travel

This is not the first time that Bulgari has paired the Serpenti design with travel features.

In 2022, the brand highlighted the home city of Rome in another campaign film, showing off the locale's hotspots ([see story](#)). Amidst the travels, Serpenti jewelry pieces were showcased throughout the video.



In celebration of 75 years of the design, the Madrid trip adds an international lens to the brand. Image credit: Bulgari

Earlier that year, Bulgari platformed Serpenti jewelry against the backdrop of Paris. With classic shots of the Eiffel Tower and French opulence setting the tone, the luxury of the design is paired with light-hearted adventures in the City of Light ([see story](#)).

This innately feminine design comes with a level of mystique that exploration compliments well. Bulgari is leaning into the boundlessness that is womanhood, taking the "eternal tales" around the world.

© 2023 Napean LLC. All rights reserved.

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