

JEWELRY

Bulgari envisions joyful living with maison muse

August 2, 2023



Ms. Hathaway, the newest campaign's star, twirls and basks in ethereal light, all the while exhibiting a zest for wonder. Image credit: Bulgari

By EMILY IRIS DEGN

Italian jeweler Bulgari is out with a sensorial slot.

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The maison's newest Divas' Dream campaign puts a contemporary woman and central muse at its heart. Offering up sparkling visions of joyful living, the release is inspired by American actor and global brand ambassador Anne Hathaway, a favorite among luxury players across categories.

"Anne Hathaway has been in the American eye on screen for over 20 years so not only is she a very recognizable face, but she also embodies wholesome all-American beauty," said Veronica H. Speck, founder and CEO of **VHS Ventures**, New York.

"At 40 years old, she is also aligned with Bulgari's target demographic as well as aspirational young buyers," Ms. Speck said. "With a movie premiering this year, she has also turned to stylist Erin Walsh to transform her wardrobe and red-carpet appearance, and often wears other Italian designers including Atelier Versace.

"In fact, she is the face of Versace's 2023 Icons Collection, and wore vintage Versace and Bulgari to this year's Costume Institute Gala at the Metropolitan Museum of Art."

Live senses

The latest drop is a continuation of Bulgari's beloved Divas' Dream line.

The feminine selection honors modern women, and in this latest case, the brand's home city of Rome. Ms. Hathaway embodies all of this, and in her campaign role, "uncovers the endless possibilities behind everyday wonders."

The Divas' Dream Collection is showcased with radiance

With authenticity and grace, the brand ambassador and artist is shown wearing sunshine yellow, a glittering Bulgari necklace adorning her neck.

She peacefully enters a softly lit room, all to spy a grand piano awaiting her. Upon discovering it, she beams, taking

her seat on the bench to play a twinkling tune.

Pouring over the keys, Ms. Hathaway's melody slows and she gazes up into the sunlight, at which point an ethereal sound sweeps over the room as if a spell has been cast, which gives her pause.



Ms. Hathaway stops playing the piano right before the film's climax, but music continues to be heard in a dreamy tum of events. Image credit: Bulgari

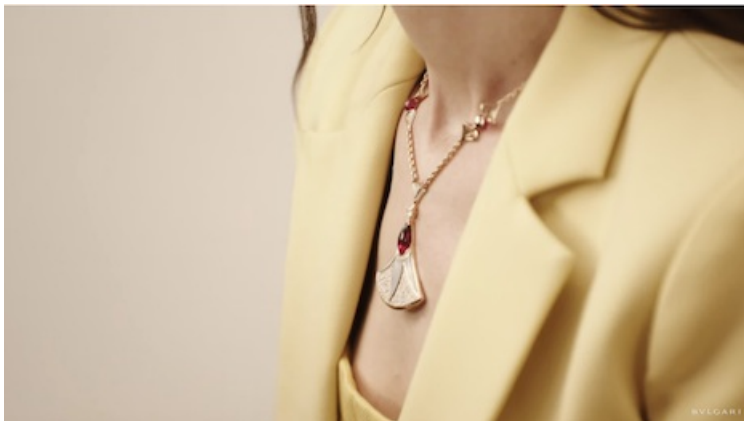
She loses her gentleness and crashes her ringed fingers onto the piano to play a few ragtime-esque notes at full forte, spinning to stand up and dance across the glossy wooden floor as strings and percussion take over.

Blissed out, she slides, sways and twirls with her eyes closed and hair free as she moves her body to the lively beat. All the while, her colorful jewelry glints in the dreamy light.

Between the narrative and Ms. Hathaway's wonderstruck demeanor, the multi-textural Roman pieces are given a dedicated stage.

Colored stones, diamonds and nuanced shapes are arranged in evocations of movement, marrying the tangible and the non-tangible; historic identity and burgeoning trends.

"The colorful collection takes inspiration from traditional Roman designs, including the fan-shaped motifs, which draw upon the colorful mosaics of the Roman Baths of Caracalla, and are deeply rooted in Bulgari's Italian heritage," Ms. Speck said.



Mother-of-pearl and a rainbow of gems encrust the precious pieces of the Divas' Dream collection. Image credit: Bulgari

"Many luxury brands are returning to their archives and updating their signatures for the modern day, using unique gemstones, textures, and new colorways," she said. "In the Divas Dream campaign, we see the traditional rubies, diamonds, and sapphires, but also malachite, rubellite, and carnelian.

"Many of the rings also have the option to be customized or personalized, which has been a long-lasting trend."

All in all, the campaign not only celebrates Divas' Dream jewelry creations, but the free-spirited philosophy that first sparked the line, placing curiosity and a love for contemporary living at its core, ([see story](#)).

Behind the curtain

Bulgari has often tapped Ms. Hathaway for campaigns centered around awe.

In May 2022, the actor joined another ambassador and fellow star Zendaya in the "Unexpected Wonders" film ([see story](#)). Together, they explore a European mansion stocked with endless arrays of luxury jewels in a visually

stunning story.

However, this latest role comes with a behind-the-scenes short film.

Behind-the-scenes of Divas' Dream

In a 30-second video, consumers get a taste of the playful personality and professionalism of Ms. Hathaway, as well as the process that went into capturing the glamorous yet imaginative campaign.

Showing the film experts, camera people, makeup artists, directors and lighting specialists, the brief inclusion is an intimate look at the making of a luxury commercial and the rapport that this case's star has with the team responsible for it Ms. Hathaway laughs with the group, seeming at ease at all times, whether in the midst of playing the timeless piano for the crowd or dancing her heart out to get a good take.

Though the official campaign is choreographed and touched up, publishing the making-of video offers up a sense of candidness.

Raw, reality-based and sincere advertising that parts the curtain for consumers is performing particularly well amongst luxury customers, who are increasingly getting younger. Gen Z especially is taking over the segment, a group known for enjoying indirect marketing and authenticity.

Anne Hathaway takes us behind the scenes of the Divas' Dream campaign, a collection that celebrates the little joys in life. Discover more at <https://t.co/TuuoQ5LtNK> [#Bulgari](#) [#BulgariJewelry](#) [#DivasDream](#) pic.twitter.com/CEO5UbMFWV

Bulgari (@Bulgariofficial) July 31, 2023

Italian fashion house Miu Miu, a brand that is skyrocketing in popularity, is among the affluent labels embracing the demographic's demands ([see story](#)). The maison's newest campaign shows the fall/winter 2023 collection in what Miu Miu is deeming to be a "Live!" format, or a mix between a real-time show and a cultivated release.

Time will tell just how much this trend of realness will take over luxury marketing moves, but for now, brands that are revealing making-of slots, minimally edited visuals and like Bulgari, behind-the-scenes glimpses are in what appears to be a profitable place.