

JEWELRY

# Bulgari, Save The Children release anniversary collection

January 3, 2024



*Celebrating 15 years of continued collaboration, the duo is launching a charitable campaign. Image credit: Bulgari*

By LUXURY DAILY NEWS SERVICE

Italian jeweler **Bulgari** is extending its longstanding partnership with leading humanitarian nonprofit Save the Children.

Celebrating 15 years of continued collaboration, the duo is launching a charitable campaign starring its ambassadors, including Academy Award-winning American actress Anne Hathaway, as well as the organization's beneficiaries. For the initiative, Bulgari has unveiled an honorary product collection, directing proceeds toward the international NGO dedicated to improving the lives of youth worldwide.

## Charitable cause

Celebrities and children front the anniversary effort, titled "With Me, With You."

New year, old friends. Bulgari and Save the Children reveal a new anniversary campaign, With Me, With You', marking 15 years of meaningful partnership and progress made. <https://t.co/wwgY3o7ez7> #Bulgari #WithMeWithYou [pic.twitter.com/MBioFcgzMa](https://pic.twitter.com/MBioFcgzMa)

Bulgari (@Bulgariofficial) January 1, 2024

Besides a campaign video released on Jan. 1, the brand's announcement is backed by a custom-made jewelry collection featuring an exclusive new pendant necklace, charm bracelet and statement ring. The pieces are engraved with the logo of Bulgari's philanthropy of choice.

The Save the Children sterling silver necklace retails online only for \$760. For \$660, a second style incorporates black ceramic into the circular pendant's design.

All created in light of the label's "B.zero1 Rock" line, others include The Save The Children chain bracelet and one-band narrow 925 sterling silver spinner ring with black ceramic are priced at \$620 and \$580, respectively.

Bulgari will donate 95 euros from each sale to the charity. Established in 2009, the partnership has since raised over \$100 million and benefitted over 2 million kids worldwide.



*Created in light of the label's "B.zero1 Rock" line, proceeds from the custom-made jewelry line will benefit Save the Children. Image credit: Bulgari*

Earlier this week, British watchmaker Bremont celebrated a similar milestone with the Royal National Lifeboat Institution, launching a limited-edition collection of timepieces.

The brand is also dedicating a percentage of the proceeds to its partner, a seafaring, life-saving nonprofit ([see story](#)).

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