

JEWELRY

# Actress Zendaya lifts modern Bulgari icon, B.zero1

January 12, 2024



*Zendaya has been a global brand ambassador for Bulgari since 2020. Image credit: Bulgari*

---

By ZACH JAMES

Italian jeweler Bulgari is launching a new campaign with a cultural cornerstone as its face.

Attempting to bring the status of the bestselling B.zero1 fine jewelry collection in line with creations such as Serpenti, the maison is adding new designs to an assortment that has defined more than two decades of luxury style. American actress and global brand ambassador Zendaya adds massive appeal to the push.

"Zendaya and branding drive Bulgari's relevance and accessibility among critical younger customers," said Allen Adamson, managing partner and cofounder of [Metaforce](#), New York.

"Her Disney roots and her combination of Hollywood acting and music talents make her a powerful brand ambassador to drive Bulgari's image younger," Mr. Adamson said. "The B.zero1 brand name is also a smart way to connect with a younger target market providing a bit of tech spin into the jewelry category."

Mr. Adamson is not affiliated with Bulgari, but agreed to comment as an industry expert.

## **Spiraling up**

Zendaya is seen sporting a variety of pieces from the line on her hands, wrists and neck in a short film released Jan. 11.

Throughout the 30-second digital snippet, the actress is surrounded by signature rings from the B.zero1 collection in a revolving room that spins around the video's frame. Standing tall while visual effects move the star's silhouette, the scenes are reminiscent of the iconic James Bond introduction shot, but with a distinctly modern twist.

*Bulgari presents the "Icon Campaign"*

Bright lights, metallic hues of silver and gold, as well as fast-moving cameras, give the excerpt a contemporary look and feel.

Australian director Cara Stricker is behind the camera, returning to work with Bulgari after completing gigs at maisons like Italian fashion label Gucci. British fashion photographer David Sims, another favorite among luxury houses ([see story](#)), captures campaign stills.

A backtrack of booming electronic music underlines the spot, which ends with Zendaya, surrounded by a floating computer-

generated ring, smirking at the audience as the screen cuts to black.

To coincide with the campaign, Bulgari has unveiled a selection of 10 new B.zero1 pieces, each with a New Year update.



*Pavé diamonds line the crown of the ring's upper and lower edges, reinforcing the signature three-band spiral look of the line. Image credit: Bulgari*

Variants in 18-karat pink, yellow and white gold are available on the jeweler's [website](#). Prices range from \$2,190 for a single-band ring to \$21,100 for diamond-encrusted earrings.

Though the collection is largely available now, further Icon entries are said to be in the pipeline.

Bulgari's B.zero1 will expand in June 2024, as two matching bangle bracelets sporting refreshed designs will become available to consumers. Meanwhile, Korean rapper and singer Lalisa Manoban, best known by her stage name of Lisa in the girl group Blackpink, is the next face of the Bulgari Icons marketing push set to release imminently.

### **Familiar faces**

Zendaya has been a brand ambassador for Bulgari since 2020, bringing a massive amount of attention to the brand.

The actress has more than 205 million followers between her accounts on Instagram and X, formerly known as Twitter, providing a huge platform for the labels she represents, which includes the jeweler.



*Zendaya is one of many famous faces from the next generation representing luxury brands. Image credit: Bulgari*

With her spot in the pop culture zeitgeist supported by appearances in massive movie franchises such as *Spider-Man* and *Dune*, alongside her award-winning performance in the HBO series "Euphoria," the thespian remains popular in high-end spheres.

Representing Bulgari, French fashion house Louis Vuitton ([see story](#)) and Italian fashion label Valentino ([see story](#)), the actress is a frequent addition to luxury campaigns. Other peers who have likewise worked with multiple prestige houses just in the last 12 months include English actress Florence Pugh ([see story](#)), American actress Anya Taylor-Joy ([see story](#)) and French soccer player Kylian Mbappé ([see story](#)).