

JEWELRY

# Bulgari applies golden touch to South Korea

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*The brand is enlisting DJs, artists and choreographers to uplift its city-wide exhibition. Image credit Bulgari*

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By ZACH JAMES

Italian jeweler Bulgari is premiering a limited-time series of activations in Seoul.

Promoting the B.zero1 jewelry line, the Bulgari Studio concept is live in South Korea's capital. Situated inside Lotte World Tower & Mall for the remainder of March, the exhibition was created in collaboration with creatives from both around the globe and based locally, all in an attempt to resonate with the city's crowd of affluent consumers.

"The campaign appears exciting, novel, and based on new technology applications that resonate with younger audiences today," said Thoma Serdari, author of *Rethinking Luxury Fashion* and director of fashion and luxury MBA at [NYU Stern](#), New York.

"This elevates the product higher than its competitive set (let's say similar creations by Tiffany or Cartier) while also incorporating aspirational elements that stem from today's creative class," Ms. Serdari said. "Young consumers are inspired by creatives such as DJs, dancers and digital artists and follow their careers and lives; it is well aligned to link a staple of the Bulgari brand, and its product line B.zero1, to faces that resonate with Korean culture and its aspirations.

"Depending on how familiar young Koreans are with the brand, a multi-prong campaign has a better chance of achieving conversion as well the overall goal of desirability is accomplished by immersing B.zero1 in contemporary culture."

Ms. Serdari is not affiliated with Bulgari, but agreed to comment as an industry expert.

## **Cultural center**

The newly launched concept is viewed as a way to connect creatives from different fields.

Three talents' work grounds Bulgari Studio: Italian DJ Anyma, French choreographer Sadeck Barrabah and Italo-Phillipine 3D digital artist Antoni Tudisco. The latter is also behind the exhibition space's visually striking campaign and serves as the event's creative director.

## *Bulgari is taking over South Korea's capital*

Mr. Tudisco's work showcases rings from the B.zero1 line warping, contorting and folding over each other and the cityscapes of Seoul.

Digital and physical art is on display throughout the activation at Lotte World Tower & Mall, with the 3D artist's work appearing

inside along with a campaign featuring brand ambassador and Thai singer Lalisa Manobal, better known as Lisa of the K-pop girl group Blackpink.

Visuals from the marketing appear on billboards and video screens all across the city, from residential sectors to the bustling business centers of downtown.

Meanwhile, Mr. Barrabah grounds the effort, interpreting B.zero1's geometric style into a routine featuring several dancers. The performance can be seen within the installation created by Anyma, which melds audio, video and technology into a large-scale art piece on the role nature plays in life.

*The computer-generated artistry is surrealist in style*

"Bulgari has such a strong DNA that opening up its space to creativity can only enhance how the brand is perceived by the consumer," Ms. Serdari said.

"Similarly, B.zero1 is a product line with a clear storyline and solid visual references; combined with its clever engineering, B.zero1 is considered one of the pillars of the Bulgari brand," she said. "As such, it provides the perfect background for the Bulgari brand on how creativity can be incorporated in its communications without altering its codes.

"The three artists selected to be part of the campaign and contribute to the pop-up are some of the most well-known and avant-garde names in the global creative circles, therefore, while the campaign was created as Korea-specific, it can attract other audiences as well through a variety of channels."

The exhibition, open now, is free to the public and will remain available through March 31.

### **Local keys to luxury**

By bringing creatives together to collaborate in Seoul, Bulgari is appealing to a large, devoted, high-end customer base.

Global Brand Ambassador LISA joins the spectacular celebration of the Bulgari Studio launch in Seoul.

[#BulgariStudio](#) [#BulgariJewelry](#) [#Bzero1](#) [pic.twitter.com/KJXQs2v4pd](https://pic.twitter.com/KJXQs2v4pd)

Bulgari (@Bulgariofficial) [March 17, 2024](#)

The Italian maison is not the only luxury name activating within the city. Since last October, British fashion label Burberry ([see story](#)), French jeweler Van Cleef & Arpels ([see story](#)) and LVMH-owned perfumer Acqua di Parma ([see story](#)) all have premiered pop-ups in the city.

"Koreans have always been attracted to luxury, their strictly hierarchical culture catalyzes the consumption of luxury in the classical Veblen sense: to demonstrate classification and to show off," Ms. Serdari said.

"In addition, Korean culture is home to timeless crafts that have survived and have enriched the understanding of contemporary Koreans who have traditionally been sophisticated and discerning customers," she said. "While the Chinese market for luxury has had its ebbs and flows that are linked to how the Chinese government is controlling luxury consumption, the numbers of Korean consumers who can afford luxury and who desire it has been growing in the last 20 years.

"Today, Korea represents a very strong market for luxury and is particularly heavy at the top tiers of the market, namely the aspirational and absolute luxury consumers."

As younger generations in Korea age into wealth, Bulgari's strategic targeting of the group with its marketing endeavors, both inside the country and out ([see story](#)), could prove fruitful.