

COMMERCE

Bulgari names first-ever creative director of leather goods, accessories

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The designer shares the same national heritage as Sotirio Bulgari, the Greek silversmith who founded the brand in 1884. Image credit: Bulgari

By LUXURY DAILY NEWS SERVICE

Italian jeweler **Bulgari** has created an entirely new role.

For the first time, a creative director of leather goods and accessories will be added to the house. Greek designer Mary Katrantzou was picked for the appointment, with her debut collection going live in boutiques everywhere in August 2024.

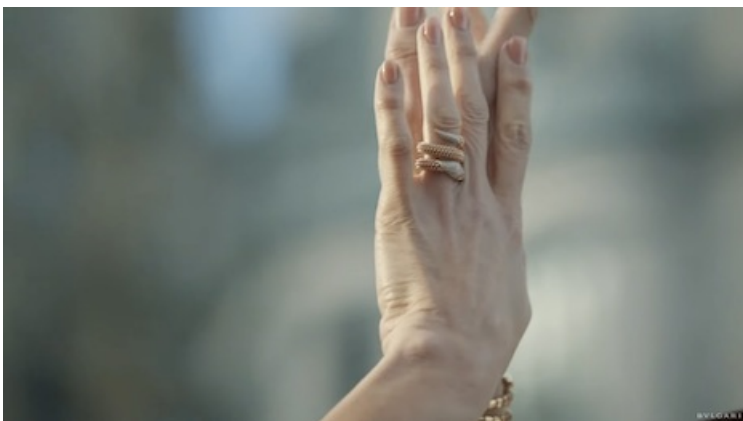
"The rich cultural heritage and dual Greco-Roman roots of Bulgari have played an integral part in my formation as a designer," said Ms. Katrantzou, in a statement.

"I've always been inspired by the design codes and syncretism of Bulgari, its mastery of colors and the depth of narrative," she said. "I'm deeply honored to be the first creative director of Bulgari leather goods and accessories, leading the creative vision for this new chapter and elevating everyday life into a form of art."

All Greek

Ms. Katrantzou's leadership will usher in a new era for the 140-year-old maison.

Born in Greece, she relocated to London after studying at art school Central Saint Martins. She has gone on to gather acclaim for herself as a designer but has engaged with other luxury names for years at this point ([see story](#)).



Serpenti has long been a focus design for Bulgari, and in the past, Ms. Katrantzou has lent her own perspective to it for accessory and handbag

drops. Image credit: Bulgari

The new creative director has even worked with Bulgari before, in 2019 presenting her 2020 spring/summer couture show with the brand. The collaboration was staged in the Temple of Poseidon at Cape Sounion in her home country and raised funds for a local charity.

A few years later in 2021, she lent her talents to Bulgari's accessories line, Serpenti Through the Eyes Of ([see story](#)).

For the engagement, she reimagined the Forever rendition of the namesake handbag. The final look featured nods to the label's history and archival styles.

"Mary's arrival as creative director of accessories makes us very proud," said Jean-Christophe Babin, CEO of Bulgari, in a statement.

"She shares with Bulgari not only the Greek origins, but above all the search for excellence in the choice of materials, the way in which they are transformed with a special emphasis on craftsmanship, and a passionate love for colors."

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