

# Bulgari Diva

## Worldwide

RETAIL

**CLIENT**

Bulgari

**PROJECT**

Window Design Concept

**DATE**

2014

The concept of the window design created by Studio Marco Piva for Bulgari was inspired by the DIVA jewels collection, that celebrates the big stars of the past. **DIVA shop windows come from evolving experimentations on ceramics and from the shapes and colors explored by Bulgari for its jewels.**

**The design evokes the world of cinema and theatre with its muses**, through exclusive amethyst and rubellite shantung silk panels that remind the sliding curtains which close the theatre stage, acting as a frame for the protagonists. Ceramics, clothes and metals blend together on stage to enhance the jewels' colors and brightness. **Joyous and lively, the windows pay a tribute to the appeal and femininity of the women to whom the jewels are inspired.**



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