



SDGs LEADERS
SUMMIT 2025

PROCUREMENT

BVLGARI HOLIDAY WINDOWS

AUGUST 2025

EXECUTIVE SUMMARY

A JOURNEY TOWARD SUSTAINABLE PROCUREMENT: ROMA CONDOTTI BOUTIQUE

Multi-year sustainable procurement strategy for Holiday Windows

Focused on

Proven positive outcomes

Reusability

Local sourcing

Reduction of carbon
footprint

Supplier collaboration

Cost avoidance

Reuse lifecycle

Environmental compliance



PROJECT OVERVIEW & OBJECTIVES

EXTEND THE LIFESPAN OF MAIN STRUCTURES

The window display structures were built every year and redesigned at least three times per year for each festive season, generating massive material waste and high costs.

REDUCE EMISSIONS FROM PROCUREMENT AND TRANSPORTATION

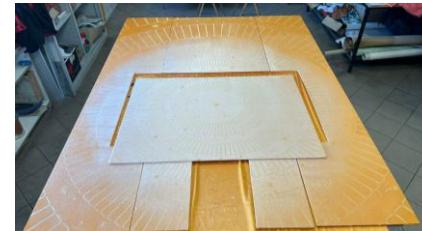
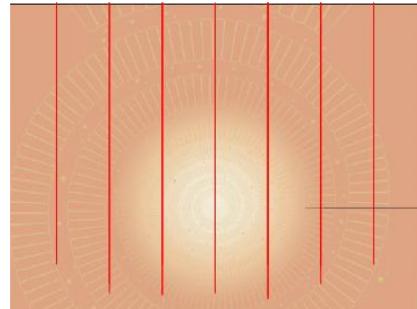
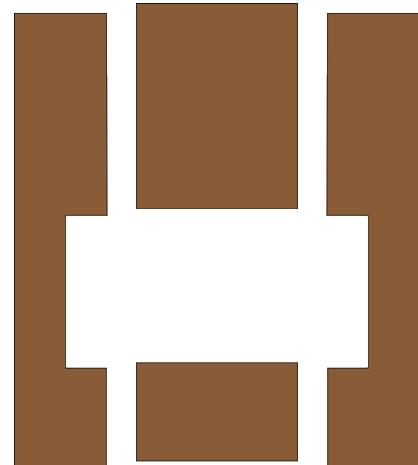
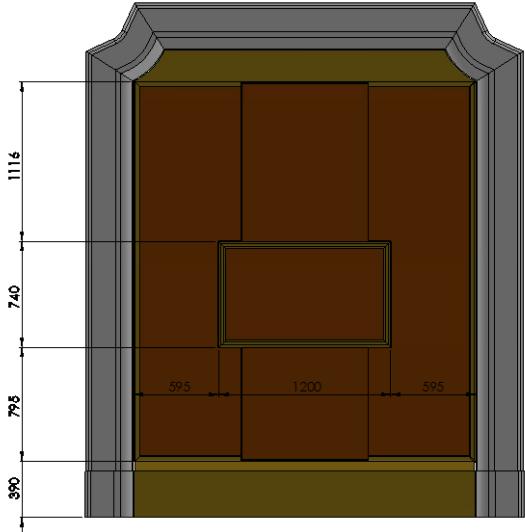
Materials and decorations came from suppliers spread around the world, with air transport resulting in high environmental impact.

PROMOTE REUSE AND RECYCLABILITY

Many decorative elements were single-use and ended up in landfills at the end of the campaign.

INVOLVE LOCAL AND CERTIFIED SUPPLIER

Procurement did not always consider sustainability criteria or environmental/social certifications.

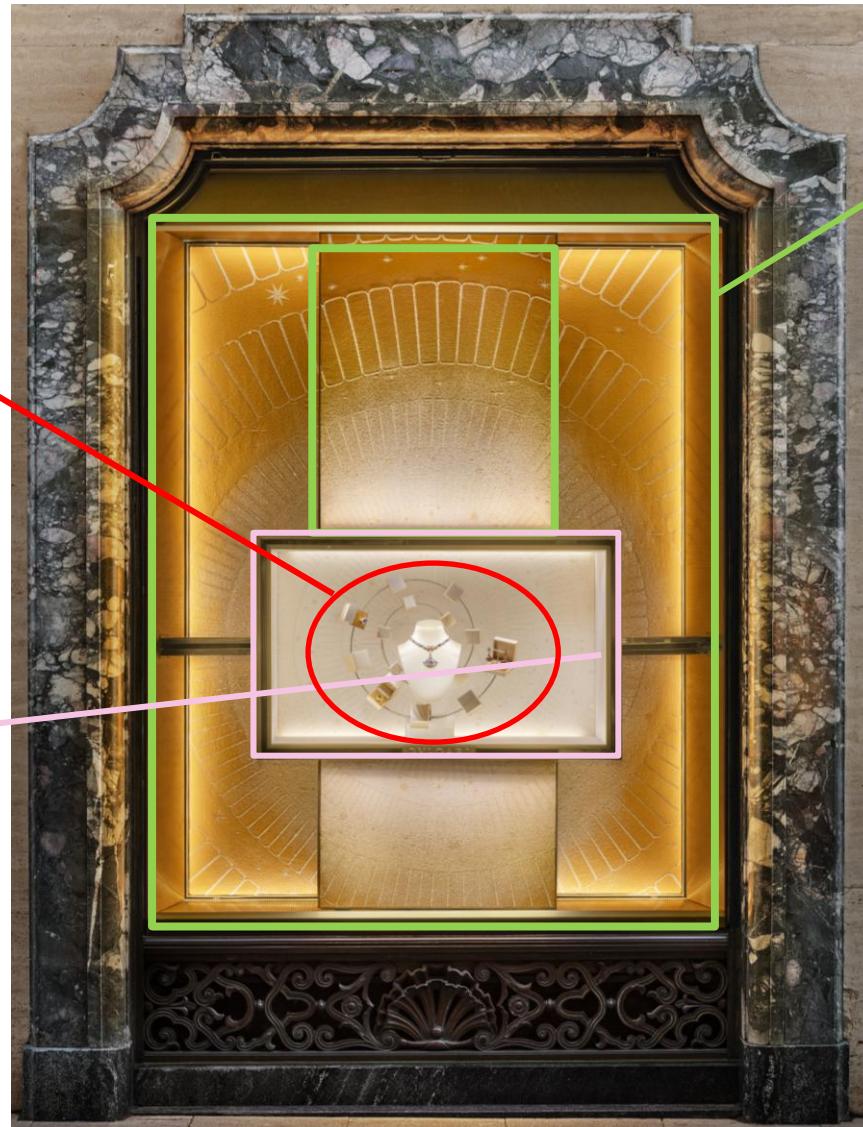


MODULAR DESIGN & REUSE



CLUSTER DISPLAY ICON					
BLGACCC14N002	BLGACCC0300010	BLGACCC0300006	BLGCLPC0300005	BLGCLPC0300006	BLGCLPC0300007
N70 MM EARRING PROP	V RING GIP - SQUARED INSERT	DOUBLE CREAM GUM	c-Cuff 50MM - SQUARE INSERT	c-Cuff 25MM - SQUARE INSERT	c-Cuff 10MM - SQUARE INSERT
1	1	5	2	2	2

The internal box is made of a wood and metal frame, and a set of MDF panels covered with silk, fixed with magnets; these panels are replaced once per year.



BVLGARI

The external box is made of a metal structure and a set of interchangeable panels fixed using a magnetic system. The panels are made of 1 cm-thick MDF, covered with glue-free paper, allowing reuse for approximately 3 rotations.

Guaranteed reuse

3+

Campaigns/year

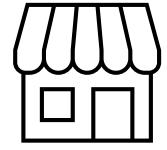


Efficiency gains

6 weeks

Of lead time saved per boutique/year

ECONOMIC BENEFITS & COST AVOIDANCE



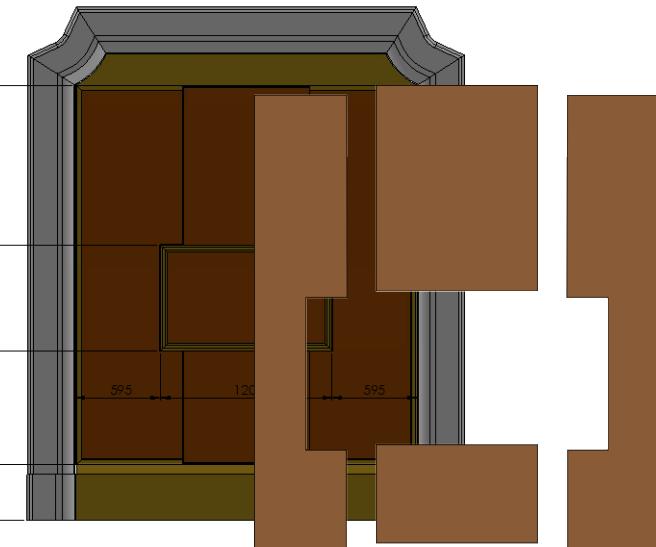
20-30K€
saved/year

multiplied by 350

4

Cost
Avoidance

8,8 M€



1



2



3

1

4 main window structures: reusable for 5 years.
4 sets of MDF panels: reusable for 3 campaigns (1 year).

2

Early planning → fewer express shipments and lower extra costs.

3

Optimized bidding processes allowed us to spend more time on offer analysis and achieve better cost control.

4

Annual savings per boutique: €20–30K
→ €8.8M total savings (including all 350 boutiques)

LOCAL & CERTIFIED SUPPLIERS

OVER 70% LOCAL SUPPLIERS

Bulgari promotes the use of local suppliers to minimize transport impact and support local economies. Among our main partners are Rubelli, Pardgroup, ERREUNO, and Green, all located less than 500 km from our points of sale.

CHALLENGES OF THE GLOCAL STRATEGY

However, for some categories such as props and packaging boxes, the local market presents significant limitations: we are therefore forced to rely on global partners such as B Lab and PACTEAM, with facilities in China, a suitable solution for Asia, but less so for the rest of the world. The GLOCAL strategy helps offset the use of distant suppliers, but these dependencies highlight the limitations of this model and the need to expand the supplier network or intensify efforts to identify closer and more sustainable alternatives.

CERTIFICATES

FSC® certified (B-Lab, Pardgroup, Erreuno)
EcoVadis rated partners (score > 45).
Plastic-free and low-emission materials.

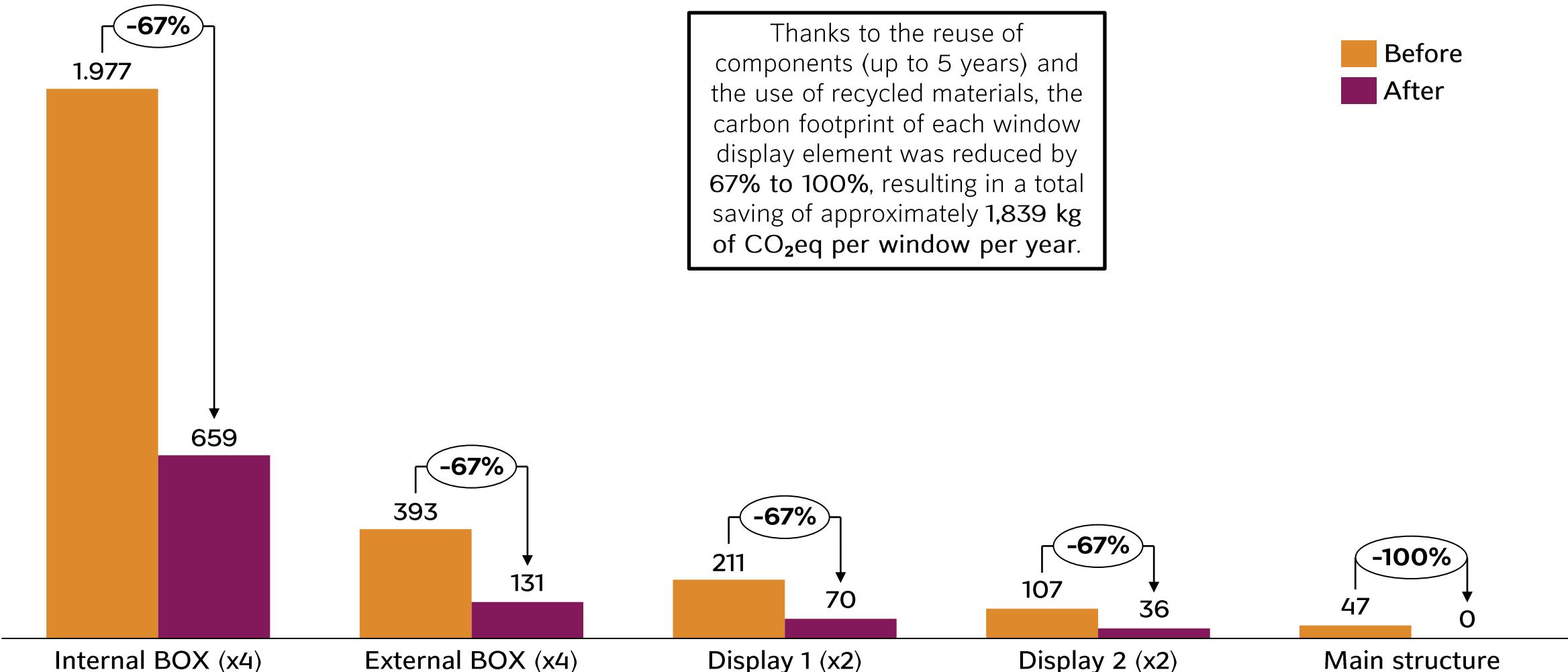


CO₂ FOOTPRINT OF A WINDOW DISPLAY, BEFORE AND AFTER THE IMPLEMENTATION OF THE NEW SYSTEM (1/2)

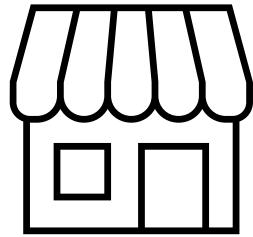
New window

Category	Material	Quantity	Units	Supplier	Distance	Transportation type	Lifespan (after)	CO ₂ eq BEFORE (kg) (No reuse, no recycled materials – 3 rotations/year)	CO ₂ eq AFTER (kg) (With reuse + recycled materials)
Main structure	Metal frame	20 ml	ml	Green Allestimenti	27 km (Italy)	Road	5 years	46,8	0,0
External BOX (x4)	Interchangeable panels – MDF 1cm	12,7 m ²	m ²	Green Allestimenti	27 km (Italy)	Road	1 year	598,5	199,5
	Interchangeable panels – Paper/Fabric	36,2 m ²	m ²	Rubelli	589 km (Italy)	Road	3 months	1378,8	459,6
Internal BOX (x4)	Inner structure – Wood/Metal	1,1 m ²	m ²	–	–	–	1 year	267,3	89,1
	MDF Panels	1,0 u	u	–	–	–	1 year	96,6	32,2
	Silk	2,0 m ²	m ²	Rubelli	589 km (Italy)	Road	1 year	28,8	9,6
Display 1 (x2)	Metal stand	2,0 set	set	Pardgroup	571 km (Italy)	Road	3 months	51,3	17,1
	Packaging	13,0 u	u	Blab	China	–	–	117,0	39,0
	Busts, props, clips	1,0 u	u	Pacteam	China	–	1 year	42,9	14,3
Display 2 (x2)	Main structure – MDF	2,0 set	set	Erreuno	223 km (Italy)	Road	3 months	45,9	15,3
	Packaging	2,0 u	u	Blab	China	–	–	18,0	6,0
	Busts, props, clips	1,0 u	u	Pacteam	China	Air freight	1 year	42,9	14,3
TOTAL								2.734,80	896,00

CO₂ FOOTPRINT OF A WINDOW DISPLAY, BEFORE AND AFTER THE IMPLEMENTATION OF THE NEW SYSTEM (2/2)



RESULTS & METRICS: GLOBAL IMPACT AND CO₂EQ SAVINGS

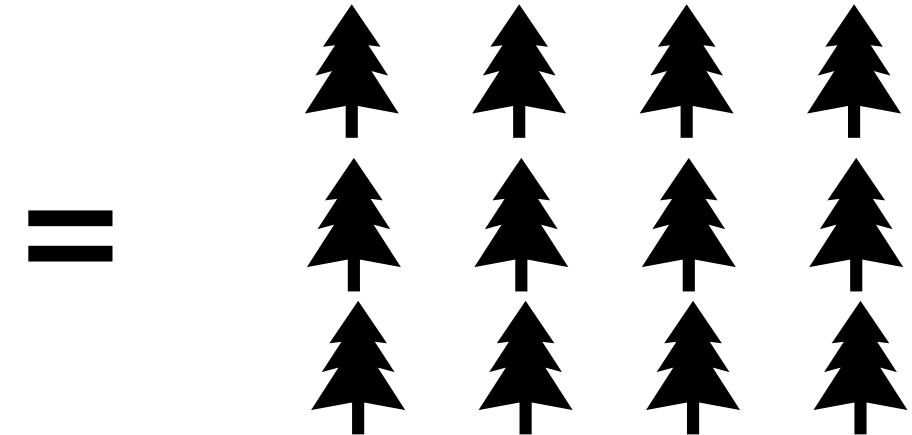


Multiplied by 350 boutiques

1,93M kg
CO₂eq

Total global (350 boutiques)

Calculation based on the assumption that each boutique has 3 windows on average



5.517 kg CO₂eq
saved by
boutique/year

Annual global impact

Equals to planting
91.952 trees

The new window display system reduces the annual global CO₂eq impact by over 1.9 million kg, the equivalent of planting nearly 92,000 trees every year.

INNOVATION & NEXT GOALS

1_INNOVATIVE PROCUREMENT

Procurement is at the core of innovation, enabling sustainable solutions, collaboration with suppliers, and new materials to reduce environmental impact and create long-term value.

BENEFIT CHART : INNOVAZIONE

1. Early planning to dedicate more time to researching innovative and sustainable materials.
2. Pilot projects with suppliers to test new eco-design and low-emission concepts
3. Digital tools to track and measure sustainability impact (CO₂eq, ESG metrics, recyclability).
4. Circular solutions to reduce waste and optimize reuse.
5. Use of Artificial Intelligence to make more informed and strategic sourcing decisions.

2_SUSTAINABLE ROADMAP

Our roadmap expands the reuse model, integrates bio-based materials, and strengthens ESG practices to embed sustainability into every procurement decision.

BENEFIT CHART : ROADMAP

1. Expansion of the reuse model to other store assets (furniture, secondary packaging).
2. Integration of bio-based and low-emission materials across all sourcing categories.
3. Collaboration with suppliers to obtain environmental and social certifications.
4. Strengthening ESG metrics for transparent reporting and shared KPIs.
5. Development of GLOCAL sourcing to reduce CO₂, support local economies, and strengthen brand equity.



CONCLUSION & CONTACTS

Bulgari demonstrates that luxury and sustainability can coexist and create value.

A continuous commitment to innovative, responsible, and globally replicable solutions.

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