

BVLGARI

In Chinese culture, red envelopes filled with money are given on holidays and other celebrations as a token of good luck. In 2019, WeChat (China's omnipresent communication and commerce app with over 1.2B users) released a feature allowing users to create customized red envelopes to present friends and family.

Within days of the news, Bvlgari reached out to A3C with a request for a design incorporating their Serpenti collection's key elements.

100,000 red envelopes with this design were opened within two weeks of going live.

