

2015



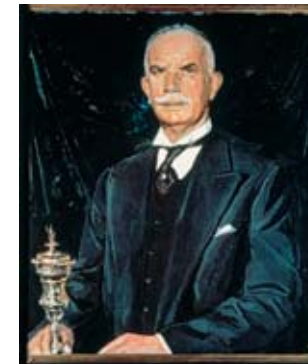
BVLGARI  
ROMA

# BVLGARI

## ROMA

*2700 Years of Inspiration*

Since 1884, Bulgari has exemplified Italian excellence. Built upon 2700 years of Roman history, Bulgari honours its rich past within its modern designs. Renowned for a stylistic audacity and a penchant for colour, a Bulgari piece is immediately recognisable. The sensuality of volume, a love of linearity, and a reverence for the art and architecture of its ancient roots – such characteristics define each creation. With a mastery of artisanal craftsmanship, Bulgari innovates the future of design, and guards the legend of exquisite beauty.



Finding its Roman beginnings as a jewellery shop, Bulgari was founded in 1884 by Greek silversmith Sotirio Bulgari. Today an icon of luxury, Bulgari is known for unrivalled design, striking volumes and bold colours. Finding endless inspiration in the Eternal City, Bulgari reinterprets the majestic symbols of Rome into exquisite editions of jewellery, watches, accessories and perfumes. Honouring its history, Bulgari engraved the original Latin “V” epigraphy of its name above the prestigious Via dei Condotti store in 1934, inspiring the BVLGARI logo. In 2014, the magnificent DOMVS was built in the flagship store as a gallery to house Bulgari Heritage Collection treasures. The Bulgari name has become synonymous with brilliant colour, symbolic storytelling, and peerless craftsmanship – for over 130 years.

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IN ALL THINGS BVLGARI,  
LUXURY IS ITS LEGEND

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## THE ART OF JEWELLERY MAKING: THE BVLGARI SAVOIR-FAIRE

Intricate and striking, Bulgari jewellery is highly recognisable. Some of Bulgari's trademark designs – vivid cabochon-cut gemstones, coiling *Serpenti* creations, ancient *Monete* coin jewels – are only possible because of the masterful jewellery making of the Maison.

From the trained eye of a gemmologist to the meticulous hand of the goldsmith, Bulgari gems can take years to find and assemble, while Bulgari craftsmen devote months to each piece of wearable perfection.



With design at its heart, Bulgari always upholds the beauty of a jewel above its intrinsic value; and the whole inspiration for a Bulgari masterpiece often begins with the remarkable nature of a gemstone.

BVLGARI'S EXQUISITE  
CRAFTSMANSHIP  
HAS SET THE STANDARD  
FOR THE WORLD



————— BVLGARI —————

COLOUR IS ONE OF  
THE MOST RECOGNISABLE  
AND ICONIC FEATURES  
OF A BVLGARI CREATION



————— BVLGARI —————



Since the 1950s, Bulgari has blazed its own trail, with a colour revolution that deviates from the traditional, diamond-based Parisian school of jewellery. With its innovative Italian style, the master of gemstones has continued to explore unusual stone combinations to make jewellery come alive – in a rainbow of colours.









BVLGARI IS RICH  
WITH DIAMOND EXPERTISE

— BVLGARI —





Rare, alluring, and each perfectly unique, diamonds are the most coveted stones in the world. Selected, cut and set using the most stringent international standards of precision and quality, Bulgari diamonds are characterised by a timeless aesthetic: bold, refined and brilliant.



BVLGARI EXPLORES  
SYMMETRY AND SHAPES  
WITH UNCOMMON  
GEMSTONE COMBINATIONS

— BVLGARI —






Unusual, bold, extraordinary: the magnificence of Bulgari's style. From voluminous jewellery to singular jewels, Bulgari gems are known for daring designs and uncommon cuts. Bulgari often uses the luminous, round cabochon-cut to optically glorify prominent gemstones, or to texturally contrast faceted stones. Bulgari designers have likewise revived the egg-shaped *takhti* cut, infusing jewels with the dramatic.



DIVA:  
ULTIMATE ITALIAN FEMININITY

————— BVLGARI —————



Embodying the ultimate in Italian femininity, the *Diva* collection sparkles with the glamour, drama and timeless beauty of a diva. *Diva's* signature emblem was inspired by the mosaic shapes of the Roman Baths of Caracalla (216 AD), arced into a contemporary myriad of colours and styles.

Bulgari has been inseparable from the world's most exquisite divas since the Dolce Vita era of Italy – starring in more than 40 films and on countless red carpets.

With innovative dazzle, an emerald and diamond *Diva* timepiece won the Jewellery Watch Award at the 14<sup>th</sup> Grand Prix d'Horlogerie de Genève.

















SERPENTI:  
THE SEDUCTIVE SYMBOL  
HAS BECOME AN ICON

— BVLGARI —

Coiled around the history of humanity, the seductive serpent dates back to ancient Greek and Roman mythology.

A motif representing wisdom, vitality, and the circle of life, the supple snake charmed exotic beauties from Cleopatra to the Bulgari woman. Inspired by its Roman heritage, Bulgari's first *Serpenti* was created in the '40s – a snake watch to encircle the wrist, and keep time in its jewelled head.

Whether in a realistic or geometrically abstract manner, *Serpenti* intertwines each Bulgari hallmark together: a love for colour, a juxtaposition of materials, a flexible wearability, and avant-garde artisanal techniques.















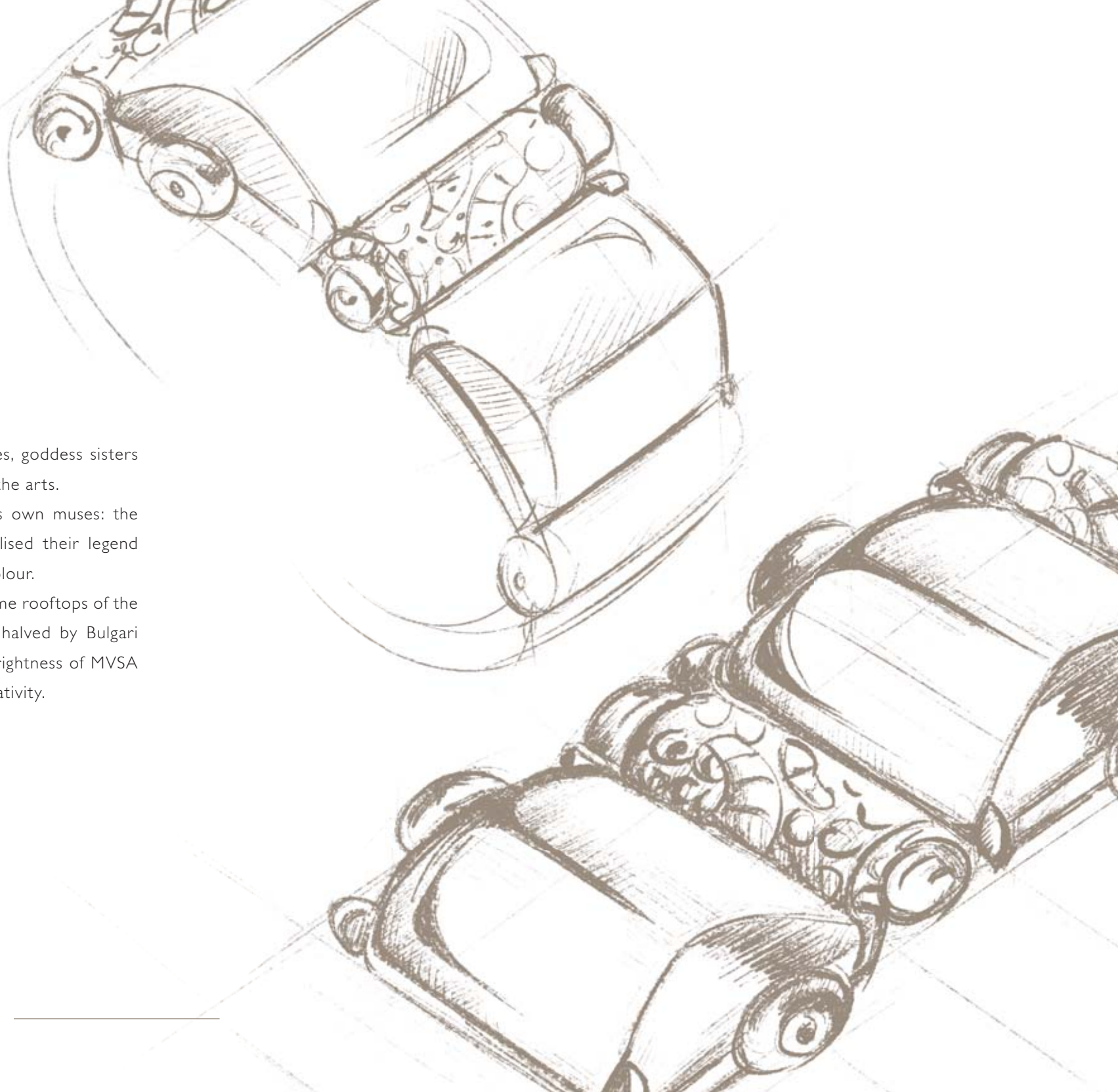


MVSA:  
A HYMN TO THE GEMSTONES

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Greek mythology recounts the tale of 9 muses, goddess sisters who inspired all literature, science, music and the arts.

The MVSA collection is a tribute to Bulgari's own muses: the gemstones. The Italian jeweller has immortalised their legend with bright gem combinations that sing with colour.

MVSA's ancient *takhti* cut recalls the Indian dome rooftops of the Maharaja palaces, entirely reinterpreted and halved by Bulgari to reveal the curves, the sensuality and the brightness of MVSA gems, doting on the beautiful daughters of creativity.



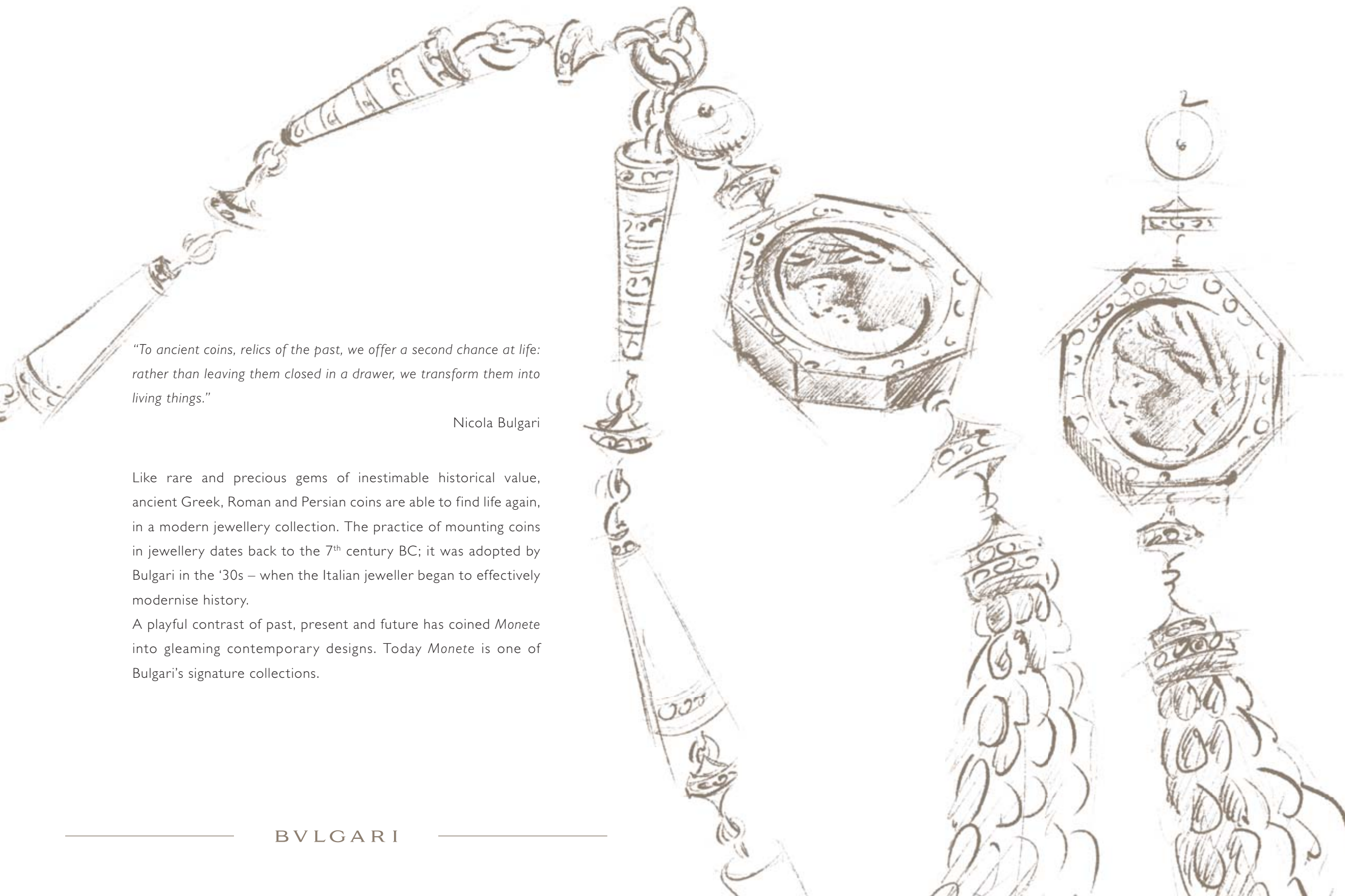






MONETE:  
HONOURING ANTIQUITY  
BY GIVING IT RENEWED LIFE

— BVLGARI —



*"To ancient coins, relics of the past, we offer a second chance at life: rather than leaving them closed in a drawer, we transform them into living things."*

Nicola Bulgari

Like rare and precious gems of inestimable historical value, ancient Greek, Roman and Persian coins are able to find life again, in a modern jewellery collection. The practice of mounting coins in jewellery dates back to the 7<sup>th</sup> century BC; it was adopted by Bulgari in the '30s – when the Italian jeweller began to effectively modernise history.

A playful contrast of past, present and future has coined *Monete* into gleaming contemporary designs. Today *Monete* is one of Bulgari's signature collections.

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BVLGARI BVLGARI:  
AN ELEGANT FUSION  
OF CULTURE AND MODERNITY

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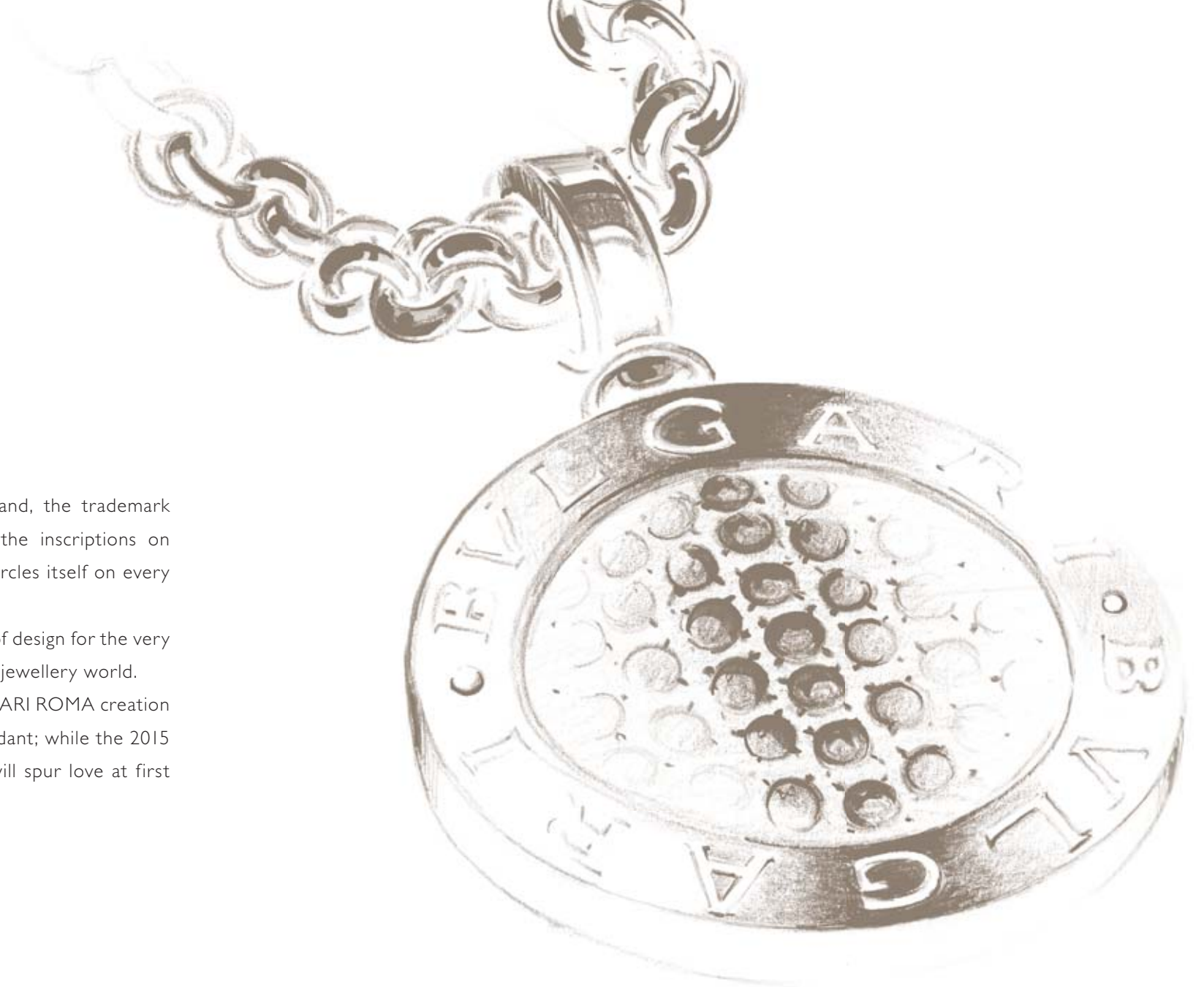
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Growing from the Roman roots of the brand, the trademark BVLGARI BVLGARI logo was inspired by the inscriptions on ancient coins. Today, the iconic emblem encircles itself on every one of the collection's creations.

In 1975, its emblem was used as an element of design for the very first time on a watch: a new premise for the jewellery world.

A 40<sup>th</sup> Anniversary tribute to the initial BVLGARI ROMA creation will be released in 2015 in the form of a pendant; while the 2015 heart-shaped BVLGARI BVLGARI CUORE will spur love at first sight.

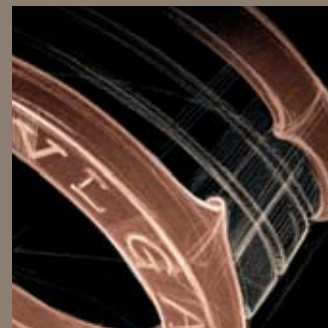
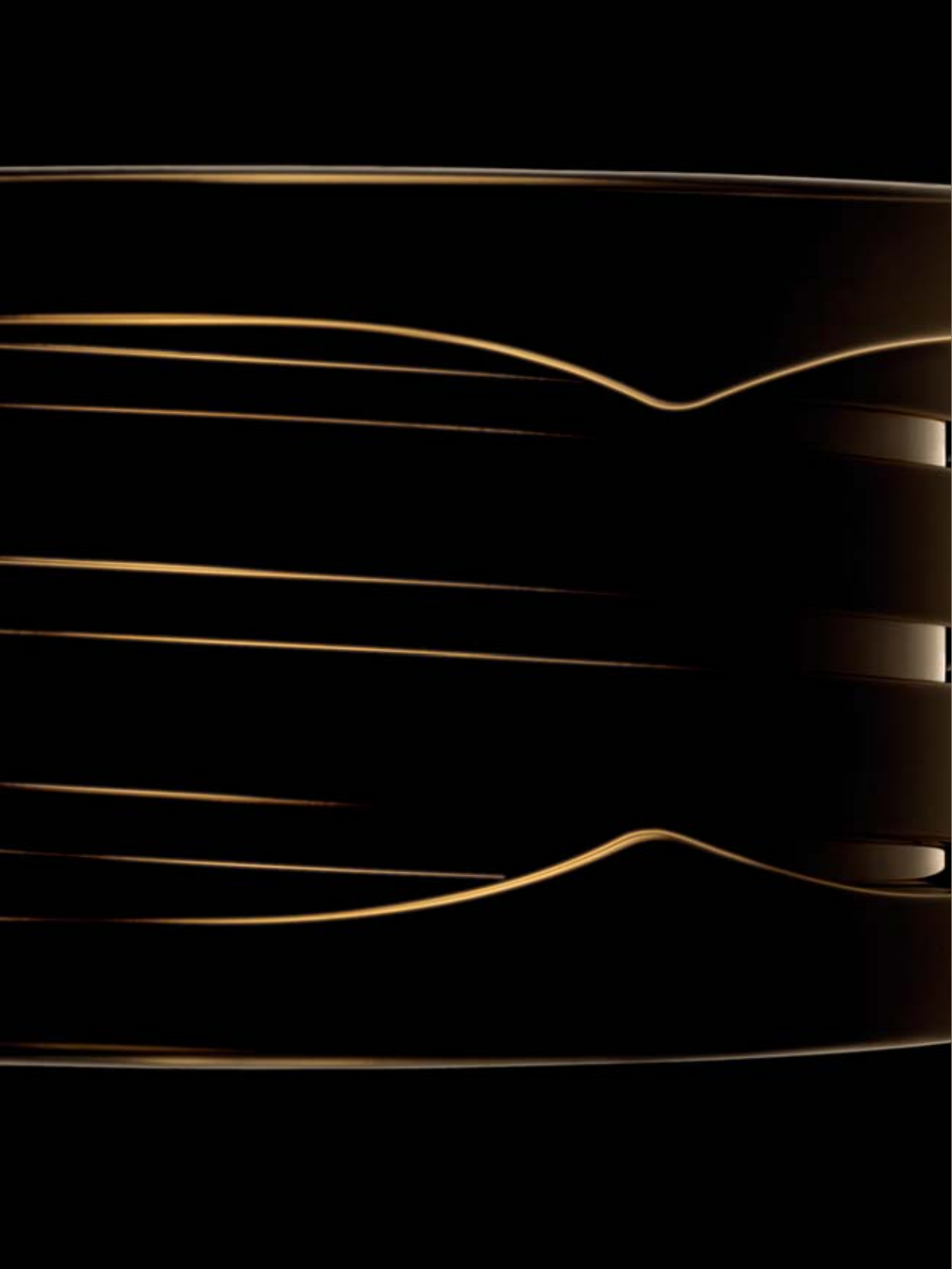












B.ZERO1:  
THE SPIRAL OF CHARISMA

————— BVLGARI —————

The clock struck a new millennium, and the world welcomed a spiralled Bulgari creation. The circular signature of B.zero1 recalls the imposing grandeur of Rome's great Colosseum, and the history of Bulgari's ancient past.

In addition, its trademark spiral reflects the artful and research-driven *Tubogas* technique that has become a brand hallmark, and a symbol for the endless circle of life.

B.zero1's firstborn ring has inspired countless circular creations, in a myriad of materials ranging from diamonds to ceramic. In rings, pendants and jewels, the B.zero1 collection spirals innovation with charisma.



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BVLGARI AND  
SAVE THE CHILDREN:  
STOP.THINK.GIVE!

————— BVLGARI —————

On behalf of the world's neediest children, Bulgari has partnered with Save the Children since 2009, custom-designing rings and pendants that have raised over US \$35 million (€30M) for the charity. The powerful campaign has provided assistance and education to over 700,000 of the world's children in poverty. Over 250 international celebrities have donated their talent for a powerful photographic campaign by Fabrizio Ferri "STOP.THINK.GIVE!" that became a 2015 Rizzoli book. As on-going events promote the partnership, Bulgari is proud to invest in the children of today, to make a difference for their tomorrow.

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