

LIFE IN

BVLGARI

ROMA



ISSUE\_7



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# LIFE IN BVLGARI

## ROMA

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### LIFE IN BVLGARI

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ART DIRECTION Giulio Vescovi/itsallgood; GRAPHIC DESIGN Susanna Mollica;  
FASHION DIRECTOR Giovanni Dario Laudicina;  
MANAGING DIRECTION Martina Pagani;  
PRODUCERS Barbara Centazzo;  
ILLUSTRATIONS Spiros Halaris; Lulu\*;  
TEXTS Micol Beltramini; Francesca Lancini; Silvia Novelli;  
PUBLISHING Alberta Vianello;  
SPECIAL THANKS Alice Maiolini

PHOTOGRAPHY  
Marcello Arena; Michael Avedon; Bea De Giacomo; Michele Gastl; Javier Gomez; Guido Taroni

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Bea De Giacomo

# BVLGARI

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*As the new year begins, the lights shine on the new Bulgari items that will be revealed throughout 2016. The highlight of February is the big re-launch of a Bulgari design icon: the new B.zero1 Perfect Mistake.*

*B.zero1 stems from a purely Roman inspiration, the Colosseum; and, being the first iconic jewel of the new millennium, it becomes a symbol of Bulgari's ability to turn a classical suggestion into a groundbreaking design, unexpected and revolutionary.*

*This idea – that the classic is revolutionary – is the fuelling force of the Maison's creativity. From the combination of coloured stones of the Sixties, to the launch of ready-to-wear jewellery collections, to the use of non-conventional materials such as ceramic or marble, B.zero1 fits perfectly into Bulgari's creative vision.*

*True creativity has no limits, and it's a bold challenge with oneself. B.zero1 Perfect Mistake is a ring based on a 1999 prototype that combined three types of gold – yellow, pink and white. Back then, the idea of using three colours seemed wrong, but today it makes perfect sense. A perfect mistake, because creativity goes beyond the schemes and doesn't get trapped by rules.*

*The eternal circle of B.zero1 is perfect to seal a love story; and it tells one that's lasted for over a hundred and thirty years: the love story between Bulgari and its city; Rome.*

Jean-Christophe Babin  
CEO of BVLGARI GROUP



# BVLGARI

ROMA



B.zero1  
CLASSIC IS REVOLUTIONARY

Cosa proviamo quando siamo di fronte a un'opera d'arte? Per scoprirla ci inoltriamo nel Duomo di Monza. È la fine del VI secolo e siamo al fianco della regina Teodolinda, moglie del re longobardo Autari e in seguito di Agilulfo. Sarà lei a far edificare tutto ciò che avvolge la nostra figura: una delle più importanti strutture ecclesiastiche d'Italia. Con il passare dei secoli assistiamo alle trasformazioni, nel corso del Trecento la basilica si compone di dettagli preziosi come l'altare e il pulpito, simbolo delle incoronazioni imperiali connesse alla famiglia Visconti. Nel Quattrocento, sotto il segno dei pittori Zavattari, diviene ciò che ammiriamo oggi. Grazie a un complesso restauro messo in atto dalla Fondazione Gaiani, prendono vita le pitture che narrano la storia di Teodolinda, immersa nella quotidianità delle quarantacinque scene dedicate alla sua storia. Le singole espressioni degli ottocento personaggi presenti nel racconto si of-

frono al nostro sguardo. Un caleidoscopio visivo tradotto da un dettaglio, il rosone a sedici raggi che fa emergere la connessione

### *Art gives us back a portion of reality to unleash emotional earthquakes*

profonda di tutte queste opere: la luminosità e il colore. Siamo avvolti da stupore, commozione, incanto. L'arte ci restituisce una porzione di realtà per scatenare in noi terremoti emotivi. Tutto ciò accade grazie a un elemento, quello del luogo, dell'opera e del fotografo: la luce.

*How do we feel when we're in front of a work of art? We enter Monza's cathedral to find out. The 6th century nears the end, and we're by Queen Teodolinda's side –*

*wife of the Longobard king Autari, and later of Agilulfo. We owe her everything that surrounds us: one of the most important ecclesiastical structures in Italy. The centuries pass, and we witness various transformations. In the 14th century, precious details get added on – among others, the altar and the pulpit, symbols of the imperial coronations related to Visconti's family. The basilica becomes what we admire today in the 15th century, under the sign of the Zavattari painters. Thanks to a complicated restoration implemented by Fondazione Gaiani, the paintings narrating Teodolinda's story through forty-five everyday scenes come back to life. The single expressions of the eight hundred characters of the tale are now before our eyes. A visual kaleidoscope translated by a detail, the sixteen radii rose-window, which reveals the deep connection between all these works: brightness and colour. We're overthrown by surprise, emotion, enchantment. Art gives us back a portion of reality to unleash emotional earth-*

*quakes. All because of an element shared between the place, the works and the photographer: light.*

当我们面对一件艺术品时，会有什么样的感受？为了寻找答案，我们走进蒙扎大教堂。那是公元六世纪末，我们就在特奥多琳达王后的身旁，她是伦巴底国王奥达里和阿吉鲁尔弗国王的妻子。就是特奥多琳达王后下令建造了环绕她周围的一切：意大利最著名的教堂之一。几个世纪以来，我们见证着它的巨大变迁。公元十四世纪时，大教堂修建了如大祭台和布道台等珍贵的装饰细部，成为与维斯康提家族有关的国王加冕仪式的象征。公元十五世纪，在萨瓦塔利绘画作品的映衬下，教堂长方形廊柱大厅成为如今让我们叹为观止的景象。经过卡亚尼基金会出资进行整体修复，讲述特奥多琳达历史故事的四十五幅绘画重新焕发了新生。八百个故事人物形态各异的神情呈现在了我们面前。千变万化的视觉画面通过各种细节和十六面半圆形玫瑰花窗展现出其中的紧密联系：明亮和色彩。我们沉浸在惊喜、激动和魔幻之中。艺术为我们还原了部分现实，让我们释放情感。所有这一切都源于一个因素，那就是由地点、作品和摄影师创造的东西：光线。

## THE LIGHT CATCHER

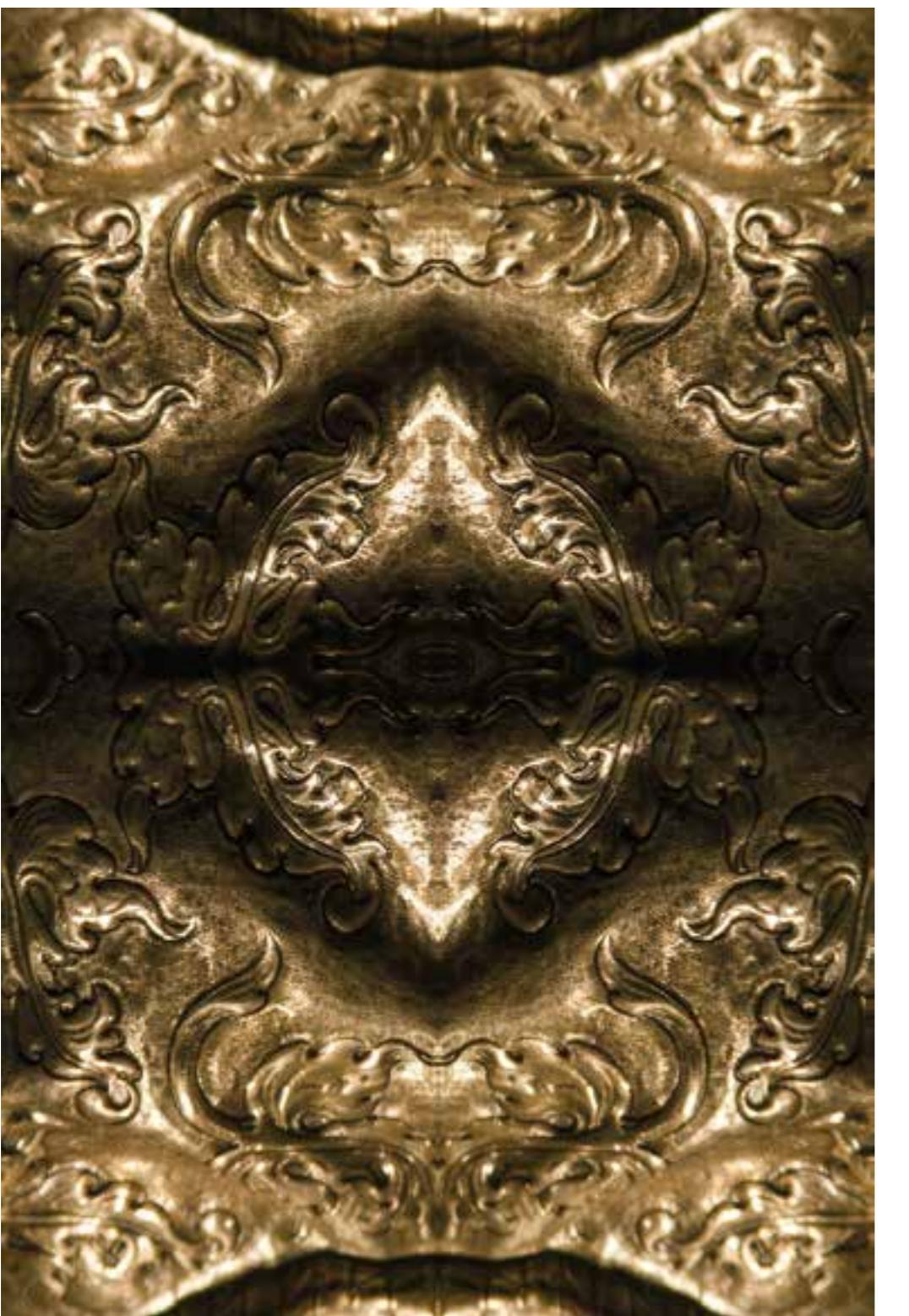
photography by Javier Gomez  
text by Francesca Lancini













Alla morte di Elizabeth Taylor tutti i suoi gioielli sono andati all'asta. Così voleva la loro proprietaria, per la quale era inconcepibile che non venissero più indossati e amati. «Non siamo che temporanei custodi della bellezza», aveva dichiarato in vita. Eppure i nostri occhi si sono adattati con difficoltà a vederli indossati da altre donne. Come se un'altra modella indossasse l'orecchino di perla della ragazza di Vermeer. Chris Wilding, secondo figlio di Elizabeth Taylor, ricorda bene il primo gioiello di sua madre che gli è rimasto impresso. «Uno spesso bracciale d'oro di Bulgari, a forma di serpente arrotolato. La testa di diamante era quasi viva, gli occhi di smeraldo ipnotizzavano, la lingua biforcuta fendeva l'aria; sembrava volerle scivolare dal polso da un momento all'altro. Ma la cosa più intrigante era che la bocca del serpente si apriva e rivelava un orologio nascosto al suo interno. Per un bambino di otto anni quello non era

un semplice bracciale: era magia». Magia, ferina e infantile e sensualità, mistica e naturale. Sempre nelle parole di Chris Wilding: «Mia madre era una figlia della natura, e poteva permettersi di indossare con sbarazzina spavalderia gioielli che non avrebbero sfuggito sulla testa di regine. Amava il fatto che fossero il più raro e prezioso portato della terra, e che la facessero sentire intimamente connessa con qualcosa di così elementare e al tempo stesso singolare e unico». Figlia della natura. Child, in inglese. Era la stessa signora dagli occhi viola, d'altronude, a dichiarare di avere il corpo di una donna e le emozioni di una bambina. I gioielli con cui incantava o sarebbe più appropriato dire stregava il mondo non facevano che renderla ancora più magica. E magnetica, e mistica e divina.

•

After Elizabeth Taylor passed away, all her jewelry, in ac-

cordance to her wishes, was sold at auction. It was inconceivable to her that it should no longer be worn, or loved. «We are only temporary custodians of beauty», she used to say when she was alive. For our eyes, though, it was hard to adjust to seeing them worn by other women, no matter how gorgeous. As if another model wore the pearl earring of the Vermeer's girl. Chris Wilding, second son of Elizabeth Taylor, remembers well the first jewel owned by his mother he was struck by: «A large gold bracelet by Bulgari, in the form of a coiled snake. Its diamond-encrusted head was so lifelike that it invited closer inspection. Its emerald eyes mesmerized, its forked tongue tasted the air; it seemed ready to slither right off my mother's arm. But the most intriguing thing was that the snake's mouth opened to reveal a watch hidden within. For an eight year old boy this was no mere bracelet – this was magic». Magic, feral and childlike. And sensuality; mystical and natural. Always in Chris Wilding's words: «Being a child of nature, my mother

possessed the unselfconscious self-confidence required to wear jewels that would not have looked out of place on royalty. She loved the fact that they were the rarest and

*We are only temporary custodians of beauty»*

most precious gifts that the earth could yield, and that they made her feel an intimate connection with something so elemental yet singular and unique». Child of nature. The lady of the violet eyes used to say about herself that she had a woman's body and a child's emotions. The jewels through which she spelled – or rather bewitched – the world just made her a little more magical. And magnetical, and mystical – and divine.

•

在伊丽莎白·泰勒去世后，正如她生前所愿，她的珠宝被悉数拍卖。对泰勒来说，这些珠宝若不再被人佩戴，或被人喜爱，这是

不可思议的。她生前说过：“我们只是美丽暂时的守护者。”就我们而言，很难想象这些珠宝如何佩戴在其他女性身上，不论珠宝本身如何绮丽璀璨。这就好像另一个模特戴上维米尔画中少女的珍珠耳环，有些格格不入。伊丽莎白·泰勒的第二个儿子克里斯·威尔丁(Chris Wilding)还清晰地记得令他印象深刻的母亲的第一件珠宝。“那是一只宝格丽的纯金大手镯，盘绕的蛇形。钻石镶嵌的蛇头栩栩如生。镶嵌祖母绿宝石的眼睛令人着迷，分叉的舌头吐露在空中；这条蛇好像随时准备着爬上我母亲的手臂。但是，最有趣的是张开的蛇嘴里竟然隐藏着一枚表盘。对于一个八岁的男孩来说，那不止是一只简单的手镯，而是一种魔力。”魔力，不仅充满着野性和童趣，还有性感，神秘和自然。仍用克里斯·威尔丁的话来说：“我母亲是大自然的女儿，她拥有自然和自信佩戴那些可能在皇室不适宜的珠宝。她喜欢大地赋予的最稀有和珍贵的馈赠，而且能够让她在内心深处感觉到与最基本的东西联系在一起，同时又是独特和唯一的。”伊丽莎白·泰勒是大自然的女儿，这位拥有紫色眼睛的绝代佳人曾说过自己拥有女性的身躯和孩子的热情。让她着迷的珠宝，或者说，施了魔法的珠宝使她更加充满魔力。她极富吸引力，充满神秘感，她就是女神。

## CHRIS WILDING

illustration by Lulu\*  
text by Micol Beltramini



Il nome di Juliette Binoche è un filo rosso che attraversa l'evoluzione del cinema francese da oltre venticinque anni. L'attrice parigina persegue da sempre l'indipendenza rispetto ai dettami di Hollywood. «È il contratto che ho firmato con me stessa spiega sono stata sottoposta a tentazioni, ma sono sempre riuscita a non perdere di vista i miei veri bisogni e desideri». Il suo istinto l'ha guidata verso traguardi luminosi. Uno su tutti: l'Oscar nel 1997 con *The English Patient*. «Recitare è come pelare una cipolla, devi arrivare fino agli strati più trasparenti di te stessa, e lasciare da parte paure e possibili trepidazioni. Io non so mai in anticipo cosa mi piacerebbe recitare, cambio lungo il percorso – dice a proposito del suo rapporto con la recitazione Mi piace immaginare l'impossibile, perché mi dà un senso di libertà e novità». Tra i riferimenti artistici cita Peter Brook, Dario Fo, Carmelo Bene «per la sua visione coraggiosa» e Anna Magnani. Ama cimentarsi in ambiti differenti. Ha recitato in teatro a Broadway («È un momento così misterioso, il pubblico e gli attori si fondono in una

sorta di suspense. Mi eleva») e si è dedicata alla danza contemporanea con il coreografo Akram Khan, portando in una tournée mondiale lo spettacolo *In I*. Ricorda quell'esperienza come «fisicamente e emozionalmente dura. Mi ha insegnato resistenza, fiducia, coerenza». Parliamo di gioielli. «Nella vita di tutti i giorni indosso piccoli braccialetti, collane e orecchini; meno frequentemente anelli, perché uso spesso le mani. Credo che parte del merito di Bulgari sia di aver reso in qualche modo più lieve la troppa serietà che spesso viene attribuita ai gioielli; i quali dovrebbero essere sempre donati con generosità e gioia». Il vero lusso è il tempo: «È quello che mi propongo di fare il prossimo anno, perché mi è difficile dire di no quando mi presentano grandi progetti ma imparerò a migliorare in quel senso».

•

*The name of Juliette Binoche is the fil rouge that has been running through the evolution of the French cinema for over twenty-five years. The Parisian actress has always been pursuing independence*

*from the Hollywood rules. «That is the contract I signed with myself. I've been through temptations, but I've always managed to stay in touch with my real needs and desires». Her instincts have driven her*

*«I love imagining the impossible, because it gives me a sense of freedom and novelty»*

*to bright accomplishments. Just to mention one: the Oscar in 1997, for *The English Patient*. «Acting is like peeling an onion, you have to reach the most transparent places in you, and let go of fears and possible anticipations. I never know in advance what I would like to play, I'm changing as I'm going» she says about her relationship with acting – I love imagining the impossible, because it gives me a sense of freedom and novelty». Among her sources of inspirations she mentions Peter Brooks, Dario Fo, Carmelo Bene «for his daring vision» and Anna Magnani. She loves to prove herself in different fields. She performed on Broadway (It is*

*such a mysterious moment, the audience and the actors suddenly become one in suspense. It elevates me») and devoted herself to contemporary dance with choreographer Akram Khan, with whom she went on a world tour with the show *In I*. She recalls that experience as «physically and emotionally hard. It taught me resistance, trust, consistency of work». Let's talk about jewels now. «In my everyday life I can wear very light bracelets or necklaces or earrings, but less frequently rings, because I often use my hands» she says. «Bulgari takes away the seriousness that is sometimes attached to jewels. All jewels should be given in a generous and joyful way». The real luxury is time: «That's what I'm planning for next year, because it is hard for me to say no when I'm presented with great projects – but I will learn to be better in that respect».*

•

朱丽叶·比诺什的名字是一条二十五多年来贯穿法国电影变革的红线。这位巴黎出生的著名女演员一贯坚持独立于好莱坞的准则。她解释说：“这是我与自己签订的合同。我经历过诱惑，但我始终能够坚守我真正的需求和渴望。”比诺什的天性引导她走向成功的彼岸。只提一件事足矣：1997年，比诺什凭借电影

“英国病人”荣获奥斯卡金像奖。在谈到与表演的关系时，她说到：“表演就像剥洋葱一样，你要最终达到最透彻的自我，抛开恐惧和你可能有的忧虑。我从来不会事先知道我可能喜欢表演什么角色，我会在表演的过程中变化。我喜欢想象不可能的东西，它让我感觉到自由和新奇。”关于比诺什艺术灵感的来源，她提到彼得·布鲁克（Peter Brook）、达里奥·福（Dario Fo）、卡尔梅洛·贝内（Carmelo Bene）的“大胆愿景”以及安娜·麦兰妮（Anna Magnani）。比诺什喜欢在不同的领域进行尝试，证明自己。她曾经在百老汇剧院演出（“那一刻特别不可思议，观众和演员好像在某种悬念中融为一体，那一刻我自己得到了提升。”），她还曾与舞蹈家阿库·汉姆（Akram Khan）合作投身于现代舞，在世界巡回演出“*In I*”。她回忆那段经历就像是“一次身体和精神的考验，它教会我顽强、信任和工作的一致性。”现在让我们来谈谈珠宝。比诺什说到：“我平日总戴一些小的手链、项链或耳环，不经常戴戒指，因为我经常用到手。我认为，宝格丽在设计上弱化了珠宝过分的严肃性，所有的珠宝本身应该以慷慨和愉悦的方式呈现。”真正奢侈的是时间：“这就是我明年想要做的，因为每当有好的项目时，我很难拒绝，但我会学着在这方面做得更好。

## JULIETTE BINOCHÉ

illustration by Lulu\*  
text by Silvia Novelli



Gioiello è una parola ancora prima che un oggetto. Gli etimologi la riconducono a un termine che evoca uno stato d'animo ben preciso: la gioia. «Un gioiello deve far sognare», dice Mauro Di Roberto, Jewellery Business Unit

«A jewel must make people dream»

Managing Director, «deve poter vantare un tratto distintivo che faccia sentire una donna unica». È lo spirito con cui Bulgari racconta la sua fiaba; una storia che si compie al lancio di ogni nuova collezione. I suoi elementi: un incipit, una città e un segreto. Eccoli nella nascita di B.zero1, avvolta nel mistero: «Secondo la prima leggenda che si nasconde dietro al suo nome, la B sta per Bulgari e zero1 è simbolo degli infiniti inizi che caratterizzano il corpo a spirale dell'anello, a evocare il circolo eterno della vita», spiega Di Roberto, «la seconda leggenda vuole che lo zero1 indichi il primo anello Bulgari del secondo millennio, men-

tre nella terza leggenda si narra che, quando l'anello fu commissionato furono presentati tre prototipi: il primo fu un successo immediato, così perfetto nelle proporzioni e nella uniformità della superficie e del suo colore, che venne spontaneo chiamarlo con il nome riportato sull'etichetta del prototipo: B.zero1. Una creazione che segue le linee narrative della Maison, quell'interazione tra classico e innovazione messa in campo dalla fusione di forma e materia: «La linearità contemporanea», continua Di Roberto, «caratterizza la struttura e i profili del disegno che dai primi modelli in oro si è arricchita di versioni in pavé, fino ad arrivare a materiali inediti quali la ceramica, l'acciaio, il marmo e il cermet». Elementi di scena nel teatro di posa della fiaba: Roma. «La sua forma richiama la struttura circolare del Colosseo, un tributo alla città eterna. Allo stesso tempo, i fili metallici del tubogas evocano la modernità», dice Di Roberto, che completa il racconto svelando il vero segreto della narrazione: «Gli altri due prototipi presentati oltre a B.zero1

hanno vissuto per anni nei nostri archivi e oggi abbiamo deciso di portarli alla luce, come prodotti nati un po' per sbaglio che col tempo hanno riscoperto la loro perfezione». Così, con B.zero1 Perfect Mistake e il sottile bracciale Bangle, Bulgari mostra al mondo il suo lieto fine: «Il gioiello non è qualcosa di monolitico», conclude Mauro Di Roberto, «da sfida è raggiungere i gusti e i desideri di ogni donna».

•

*A jewel is first and foremost a word. Etymologists trace it back to a term defining a very specific state of mind: joy: «A jewel must make people dream», says Mauro Di Roberto, Jewellery Business Unit Managing Director. «It must have a distinctive feature that makes a woman feel unique. This is the spirit through which Bulgari tells its fairy tale, a story come true with the launch of every new collection. Its elements: an incipit, a city and a secret. They all converge in the birth of B.zero1, shrouded in mystery: «According to the first legend behind its name, B is for Bulgari and zero1 symbolizes the endless beginnings en-*

*closed in the spiral body of the ring, evoking the eternal circle of life», explains Di Roberto. «The second legend has it that zero1 refers to the first ring of the new millennium, while the third legend says that, when the ring was commissioned, three prototypes were presented: the first one was an immediate success, so perfect in its proportions, harmony and colour that it begged to be called by the name on the prototype's label: B.zero1. It is a creation that follows the very narratives of the Maison – the interaction between that which is classic and that which is innovative, through the fusion of form and matter. «Contemporary linearity», continues Di Roberto, «characterises its structure and design profiles, from the first models in gold to the later pavé versions, all the way to unusual materials like ceramic, steel, marble and cermet». Design elements set the scene of the fairy tale: Rome. «Its shape recalls the circular structure of the Colosseum, a tribute to the eternal city. At the same time, the tubogas wires evoke modernity», says Di Roberto, who finishes the tale by revealing the real secret of the story: «The other two prototypes presented with B.zero1 have been con-*

fined to our archives for years. Today, we have decided to bring them back to light, as products born almost by mistake, whose perfection has only been revealed with time». And so, with B.zero1 Perfect Mistake and the tiny bracelet Bangle, Bulgari shows the world its happy ending: «A jewel is not a monolith», concludes Mauro Di Roberto, «the challenge is to fulfil every woman's taste and desires».

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人们愉快心情的术语。宝格丽珠宝业务部总经理马洛·迪罗贝托 (Mauro Di Roberto) 认为：“珠宝应该给人梦想，应该能够突出某种特质，让女性感到自己非常独特。”这就是宝格丽演绎传奇的精神所在，代表着每次推出新系列珠宝走过的历史。宝格丽珠宝的元素：一个开始、一个城市和一个秘密，在B.zero1戒指诞生的时候浮现，充满了神秘。迪罗贝托说道：“戒指名字背后隐藏的第一个传说字母B代表了宝格丽，zero1象征戒指螺旋指环无尽的开始，意味着生命的循环周而复始。第二个传说中，zero1是指宝格丽在千禧年里推出的第一款戒指，而第三个传说提

到，戒指当时在订做的时候有三个样件，第一款一经推出就获得了成功。戒指比例完美，戒面和色彩匀称协调，因而很自然地就用了当时样件标签上的名字：B.zero1。”按照宝格丽的说法，它是一件通过形式和材料的融合，古典和创新交相呼应的杰作。迪罗贝托继续说道：“时代的线条感体现了设计结构和轮廓的特点，从最初的金戒指发展到后来的密镶款，之后又使用了其它新的材料，如陶瓷、钢、大理石和金属陶瓷。”传奇舞台上的场景元素是罗马。“戒指的形状源自古罗马斗兽场的圆形结构，是对永

恒之城的颂赞。与此同时，Tubogas的金属圈散发出现代化的气息。”迪罗贝托最后揭秘说：“B.zero1之外的其它两个样件在我们的档案库里保存了多年，如今我们决定拿出来，作为当时有些生不逢时的产品，但随着时间的变化，它们现在显得非常的完美。”就是这样，宝格丽推出了B.zero1 Perfect Mistake和纤细手镯，它向世人展示了圆满的结局。迪罗贝托最后说道：“珠宝并不是千篇一律的东西，我们的挑战是满足每位女性的品味和愿望。”



## MAURO DI ROBERTO

illustration by Lulu\*  
text by Francesca Lancini

Siamo amanti di storie, le cerchiamo dietro a ogni dettaglio della nostra vita e non aspettiamo che qualcuno ce le racconti: accendiamo uno schermo e osserviamo la magia compiersi. Una donna si muove per le stanze di una dimora seicentesca, circondata da statue antiche che si mescolano a oggetti contemporanei. I suoi passi sul pavimento di marmo si ritrovano presto in strada. Roma è ai suoi piedi. La città si svela nella sua perfezione più nascosta, un territorio di emozioni che da cento-trent'anni è lo scenario prediletto della Maison Bulgari. Una trama visiva che nelle creazioni di gioielleria, racconta la rivoluzione del classico: dai giochi di luce degli anni Cinquanta, all'esplosione del colore e alle antiche monete romane accostate alla purezza dell'oro degli anni Sessanta. Negli anni Settanta l'introduzione dell'acciaio e della seta, mai usati prima di allora, con pietre di ineguagliabile valore; seguito da *Parentesi*, il primo gioiello modulare che, negli anni Ottanta, ha accompagnato creazioni audaci vicine alla pop art e all'opulenza di un caos animato da pietre preziose e materiali insoliti. Oggi l'architettura classica torna a intrecciarsi con la storia della

Maison: la circolarità perfetta del Colosseo si traduce in B.zero1, l'anello indossato da quella donna misteriosa. È lei a condurci all'origine del suo segreto con una domanda: cosa nasconde quel numero uno? Attraverso immagini reali, proiezioni e grafiche 3D, scopriamo gli altri due prototipi che furono creati insieme al primo B.zero1 e che oggi prendono luce grazie allo sguardo nuovo di chi ha creduto che fossero errori perfetti. Roma si dissolve nel buio dello schermo, il segreto è svelato. Allo spettatore non rimane che un ultimo quesito: se il classico è rivoluzionario, l'equivoco, lo sbaglio, il malinteso, non sono forse la chiave di volta per comprendere il mondo della perfezione?

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We love stories. We look for them behind every detail of our lives, and we're always waiting for someone to tell us more; we light up a screen and we watch the magic happen. A woman moves through the rooms of a seventeenth century house, surrounded by ancient statues and contemporary objects. Her footsteps on the marble floor soon reach the street. Rome is at her feet. The city reveals itself in its most hidden perfection, an emotional

landscape that has been Maison Bulgari's favourite scene for a hundred and thirty years. A visual plot that tells of the revolution of the classic in jewellery: from the play of light of the Fifties, to the colour explosion and the association of ancient coins and pure gold of the Sixties; to the Seventies, introducing steel and silk – never, up until then, mixed with priceless stones; followed by Parentesi, the first modular jewel, and the other bold creations of the Eighties, a chaos filled with gems and unusual materials, sometimes reminiscent of Pop Art. Today, classical architecture

### What's behind the number one?

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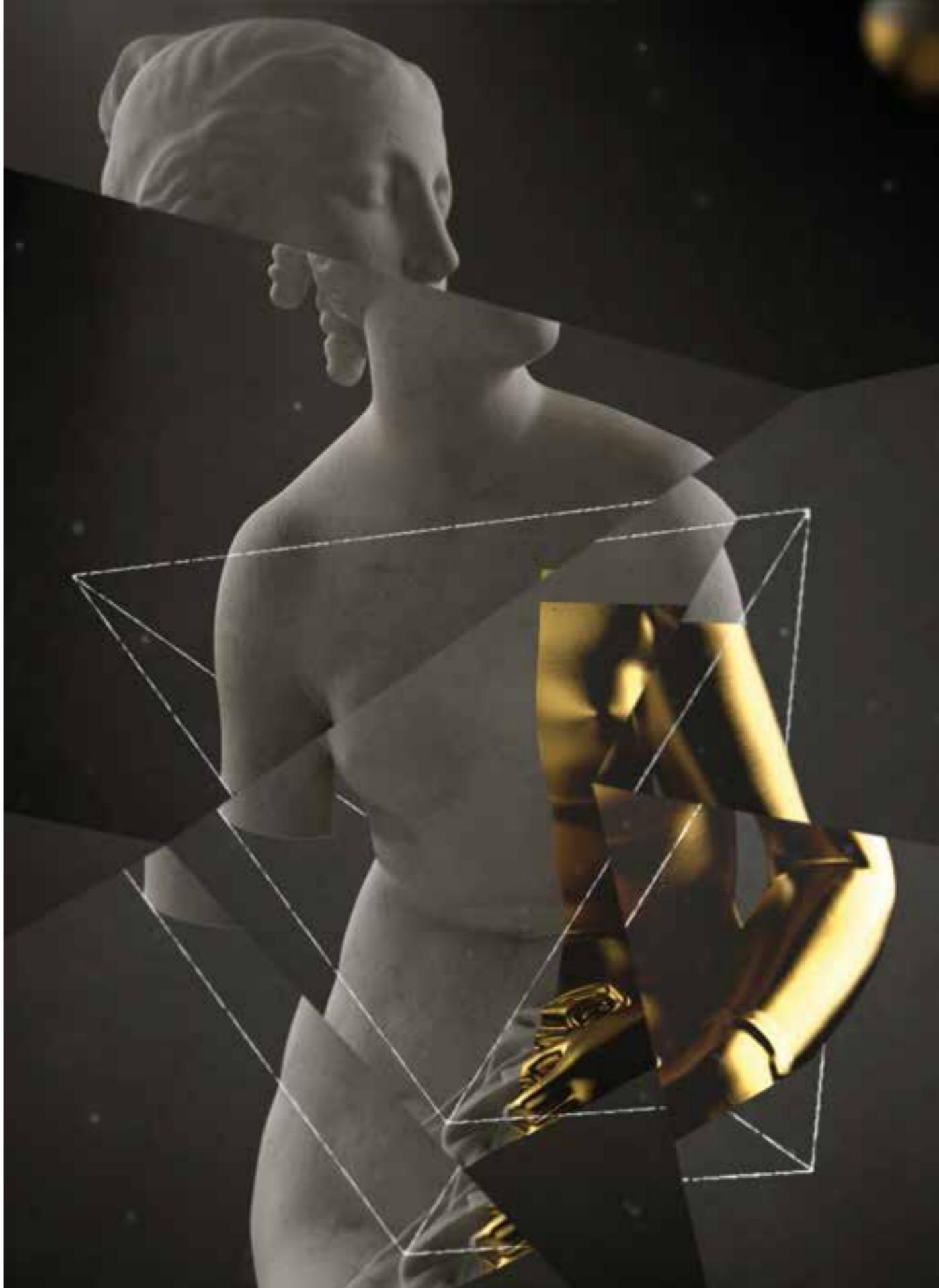
is revealed. The spectator is left with one last question: if classic is revolutionary; aren't misunderstandings, mistakes and misconceptions the key to the world of perfection?

•

我们都喜欢听故事，并且在生活的每个细节中不断寻觅，有时更等待别人来给我们讲述；我们打开屏幕，观察魔幻的演绎。一位女子走在十七世纪宫殿的房间里，周围环绕着古老的雕像和现代的物品。她走在大理石的地板上，很快又来到街上。罗马就在她的脚下，城市显露在最隐秘的完美之中。这片激情徜徉的土地是宝格丽一百三十年来最钟情的场景，一场幻化的剧情讲述着宝格丽在珠宝创意中对古典的变革：从上世纪五十年代追求光影的效果，到六十年代色彩的爆炸和纯金镶嵌古罗马钱币；还有七十年代引入钢质材料和丝绸，首创与珍贵宝石进行搭配；之后是八十年代的*Parentesi*珠宝系列，它是第一种模块化的珠宝，其大胆的创意有时趋向波普艺术，将宝石和别致的材料融合。如今，古典建筑再次与宝格丽的历史交织在一起：古罗马斗兽场至臻完美的环型演化成为B.zero1戒指，戴在那位神秘女子的手上。她引领我们回归神秘问题的本源：数字1代表什么含义？通过现实影像、投影和3D图形，我们发现其它两个与第一枚B.zero1戒指同时创意出的原型，幸亏当时有人认为这是完美的错误，如今才得以展现它的光辉。罗马消散在屏幕的黑暗之中，秘密得以揭开。观众现在只剩下最后一个问题：如果古典是革命性的，那么误解、错误、曲解难道不是打开完美世界的钥匙吗？

## CLASSIC IS REVOLUTIONARY

text by Francesca Lancini







# SHAPES OF LIGHT

photography by Guido Taroni



"Serpenti Scaglie" shopping bag,  
"Serpenti Forever" flap cover bag,  
"Serpenti Scaglie" boston bag



Wallet pochette with iconic  
BVLGARI BVLGARI closure clip;  
*opposite page:*  
"Serpenti Forever" flap cover bag





"Serpenti Forever" flap cover bag



"Serpenti Forever" flap cover bags



Flap cover BVLGARI BVLGARI  
Signature Bag



Parentesi detail set on  
a cat-eye frame,  
"Serpenti Forever" flap cover bags



Flap cover BVLGARI BVLGARI

Signature Bag,

BVLGARI BVLGARI Alba tote bag,

BVLGARI BVLGARI cat-eye shape,

Flap cover BVLGARI BVLGARI

Signature Bag



"Birds of Eden",  
"Logo BB Unity" and  
"Serpenti Reverie" scarfs

Photographer's assistant

**Riccardo Ferri;**

Post production **Lorenzo Mascher**

# INSPIRATION

illustration by Spiros Halaris



Naomi Watts



Naomi Watts



Charlize Theron



Eva Herzigová

## ONCE UPON A SHINE

portraits by **Marcello Arena**  
still life by **Michele Gastl**  
styling by **Giovanni Dario Laudicina**



Lawrence wears OCTO SOLOTEMPO  
Ultranero watch, jacket Dsquared2;  
Edmée wears DIVA watch,  
jacket Strenesse, turtleneck Colombo

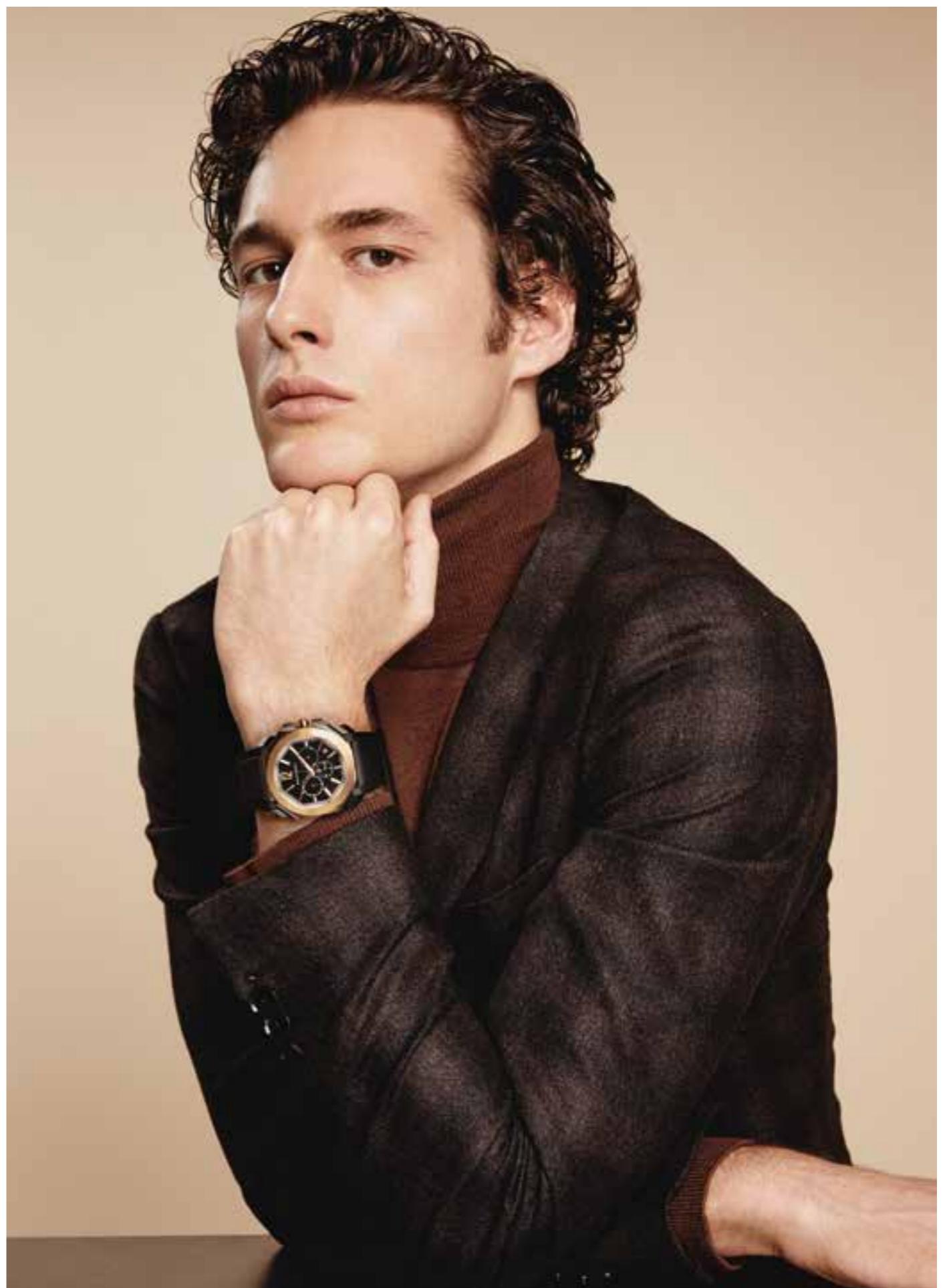


DIVA watches;  
opposite page:  
Edmée wears DIVA watch,  
jacket Dsquared2, turtleneck stylists  
own, band Z Zegna Men's Collection





OCTO SOLOTEMPO Ultranero  
watch, OCTO VELOCISSIMO  
Ultranero watch;  
*opposite page:*  
Lawrence wears OCTO  
VELOCISSIMO Ultranero watch,  
jacket Pal Zileri,  
turtleneck Alpha Studio





BVLGARI BVLGARI Tubogas watch,  
BVLGARI BVLGARI Lady watch;  
opposite page:  
Edmée wears BVLGARI BVLGARI  
Tubogas watch, coat Simonetta  
Ravizza, turtleneck Colombo



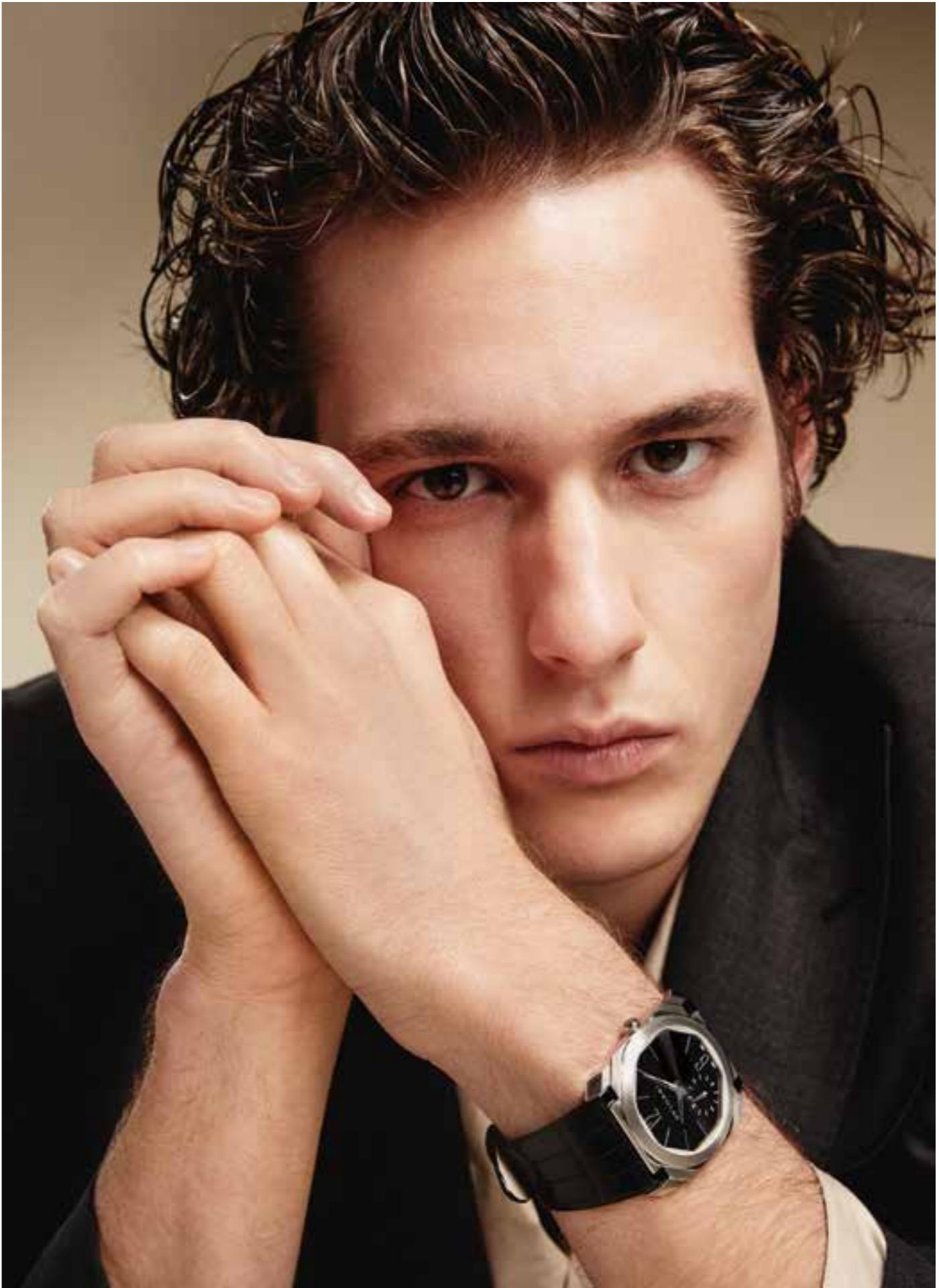


OCTO SOLOTEMPO watch,  
LVCEA watch;  
opposite page:  
Edmée wears LVCEA watch,  
turtleneck Colombo;  
Lawrence wears OCTO SOLOTEMPO  
watch, turtleneck Alpha Studio





OCTO FINISSIMO Tourbillon watch,  
OCTO FINISSIMO watch;  
*opposite page:*  
Lawrence wears OCTO FINISSIMO  
watch, jackets Dsquared2





LVCEA watch;  
opposite page:  
Edmée wears LVCEA watch,  
dress Paul Smith

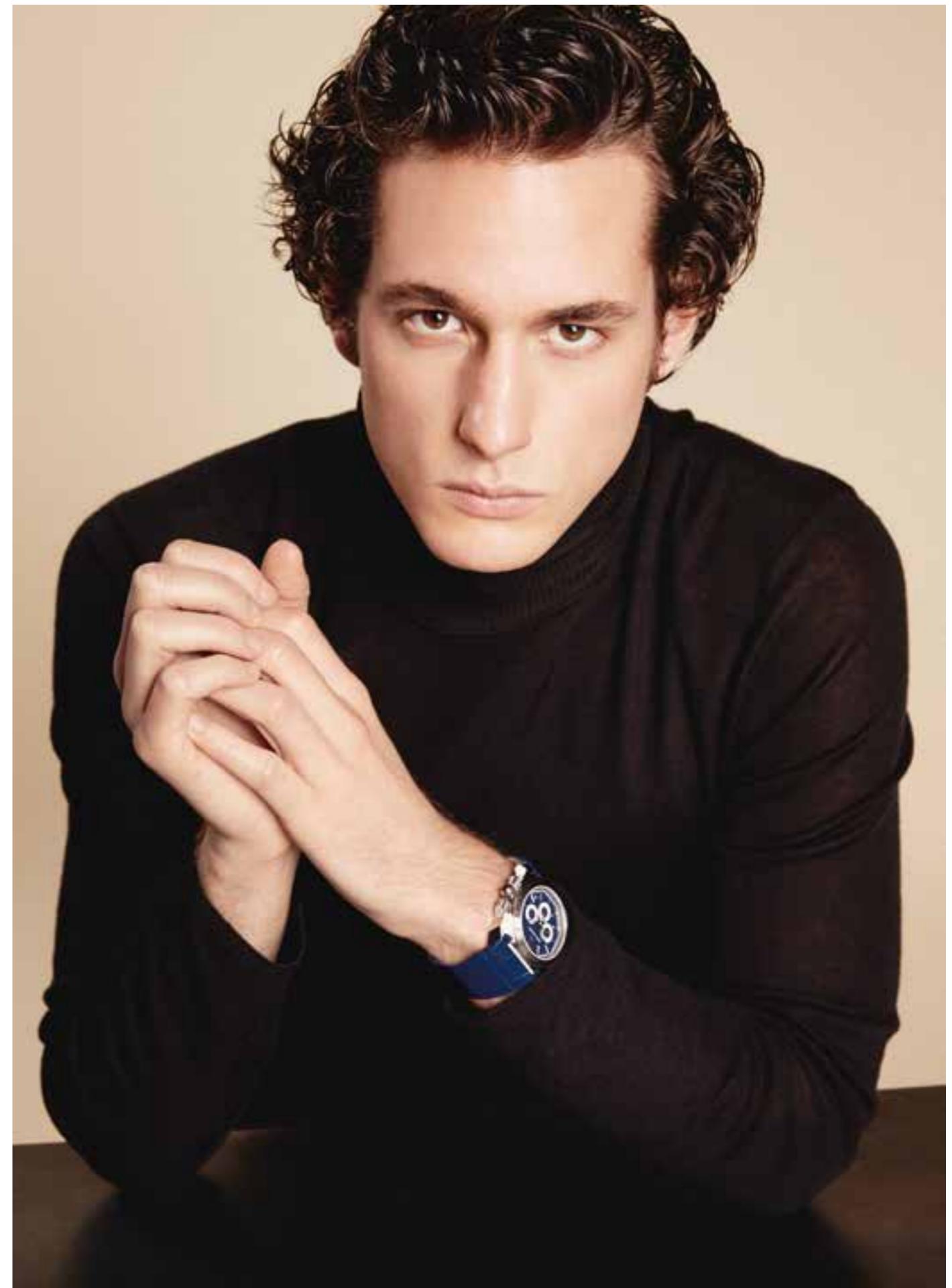




OCTO MASERATI watch;  
opposite page:  
Lawrence wears OCTO MASERATI  
watch, turtleneck Ermenegildo Zegna

Portraits Photographer  
**Marcello Arena**;  
Make-up  
**Luciano Chiarello @Atomo**;  
Hair **Guja @Atomo**;  
Nails **Federica Storelli**  
**@Making Beauty**;  
Post production **Umano Teodori**

Still life Photographer  
**Michele Gastl @ARTalents**;  
Photographer assistant  
**Francesca Imperiali**;  
Post production **Adamo Moses**



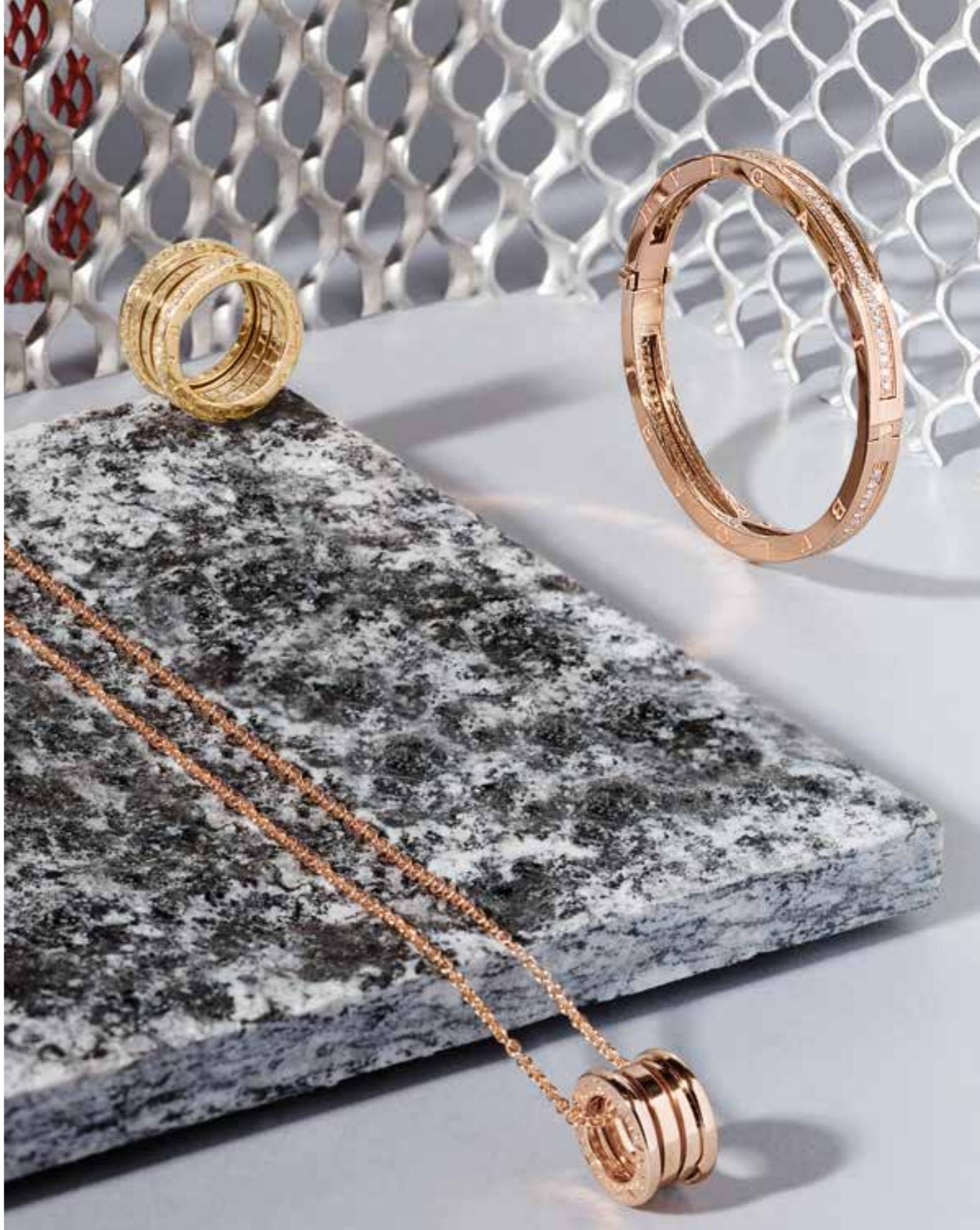
# THE POWER OF DESIGN

photography by Bea De Giacomo  
set design by Elena Bellusci





B.zero1 pendant,  
B.zero1 four-band ring



B.zero1 four-band ring,  
B.zero1 necklace,  
B.zero1 bangle bracelet



B.zero1 necklace,  
B.zero1 bangle bracelet,  
B.zero1 two-band ring,  
B.zero1 necklace,  
B.zero1 Roma four-band ring,  
B.zero1 four-band ring





B.zero1 pendant,  
B.zero1 three-band ring,  
B.zero1 ring



B.zero1 two-band ring



B.zero1 bangle bracelets



B.zero1 soft bracelet,  
B.zero1 necklace,  
B.zero1 four-band ring



B.zero1 large bangle bracelet,  
B.zero1 necklace,  
B.zero1 ring



B.zero1 four-band ring,  
B.zero1 three-band rings,  
B.zero1 one-band ring

La semplicità, nelle parole di Leone Tolstoj, è la principale condizione della bellezza morale. Matilde Borromeo, penultima figlia del conte Carlo, potrebbe credibilmente impersonare queste parole. Alta ed eterea come la madre, l'ex modella Marion Zota, ha uno sguardo antico, penetrante e quasi severo: «Caratterialmente sono una persona che si piega con difficoltà all'ipocrisia o alla superficialità», dice in merito al proprio modo d'essere. È anche per questo che si tiene alla larga dalle cronache mondane: «Anche se ogni tanto è difficile rinnegare la propria presenza a eventi o a servizi fotografici: sembra sempre di attribuirsi troppa importanza». Il suo legame con la natura, con la Lomellina in cui è nata e cresciuta, è al contrario del tutto naturale e istintivo: «Il mio sogno è sempre stato rimanere in campagna circondata dalla famiglia, dai cavalli e dal la-

voro. La terra e gli animali m'infondono molta energia, senso di responsabilità e appagamento». Il suo complimento alla Maison Bulgari, data la sua indole, è tra i più lusinghieri:

*«Bulgari has the quality and skill to help every woman wear jewels for every occasion»*

«Sono convinta che abbia la qualità e capacità di aiutare qualsiasi donna a indossare gioielli per ogni occasione; non penso sia scontato né saperli scegliere né saperli portare anzi, è un'arte come quella di crearli».

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*Simplicity, in Leo Tolstoy's words, is the main condition of moral beauty. Matilde Borromeo, Count Carlo's second*

*to last daughter, might credibly impersonate these words. As tall and ethereal as her mother, ex-model Marion Zota, her look is retro, piercing and almost severe: «It's difficult for me to comply with hypocrisy or superficiality», she says about herself. She tends to keep away from society pages, too: «Although it's difficult sometimes to deny your presence at events or shootings, it always looks like you're giving too much importance to yourself. Her connection to nature – especially to Lomellina, where she was born and raised – is, on the other hand, entirely natural and instinctive: «My dream has always been to stay in the country; surrounded by family; horses and work. Land and animals give me a lot of energy, sense of responsibility and fulfilment». Her compliment to Maison Bulgari, given her disposition, is most flattering: «I believe it has the quality and skill to help every woman wear jewels for every occasion; the ability to choose and wear jewels shouldn't be*

*taken for granted – it's an art, as it is to create them».*

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用列夫·托尔斯泰的话来说，简单是心灵美的主要条件。卡洛伯爵的倒数第二个女儿玛蒂尔德·博罗梅奥能够令人信服地体现这句名言的本意。玛蒂尔德身材高挑，清纯优雅，像她的母亲、模特玛莉咏·佐塔(Marion Zota)一样，她的眼神古朴典雅、透彻锐利，甚至有些严肃犀利。在谈到她自己时，她说：“我在性格上是一个很难屈从于虚伪和肤浅的人。”也正是因为这个原因，玛蒂尔德没有那些八卦绯闻。“虽然有时很难拒绝出席一些活动或拍摄，但人们好像总是过于关注它了。”另一方面，玛蒂尔德和大自然的关系，则完全是与生俱来充满本能的。“我的梦想始终是留在家乡，周围有家人、我的马和工作。家乡和动物能够激发我很大的能量和责任感，还有一种成就感。”对于玛蒂尔德的真性情，她对宝格丽的赞誉是最令人欣慰的。“我相信，宝格丽的品质和工艺能够让每一位女性在任何场合佩戴适合她的珠宝。选择和搭配珠宝的能力并不是理所当然大家都会的—这是一门艺术，如何用珠宝来创建的艺术。”



## PRINCESS MATILDE VON FÜRSTENBERG

photography by Michael Avedon  
styling by Giovanni Dario Laudicina  
text by Micol Beltramini



High Jewellery necklace and ring,  
slip dress Frette



High Jewellery necklace,  
cardigan Bogner, slip dress Frette



High Jewellery necklace,  
cardigan Strenesse,  
slip dress Aquilano Rimondi



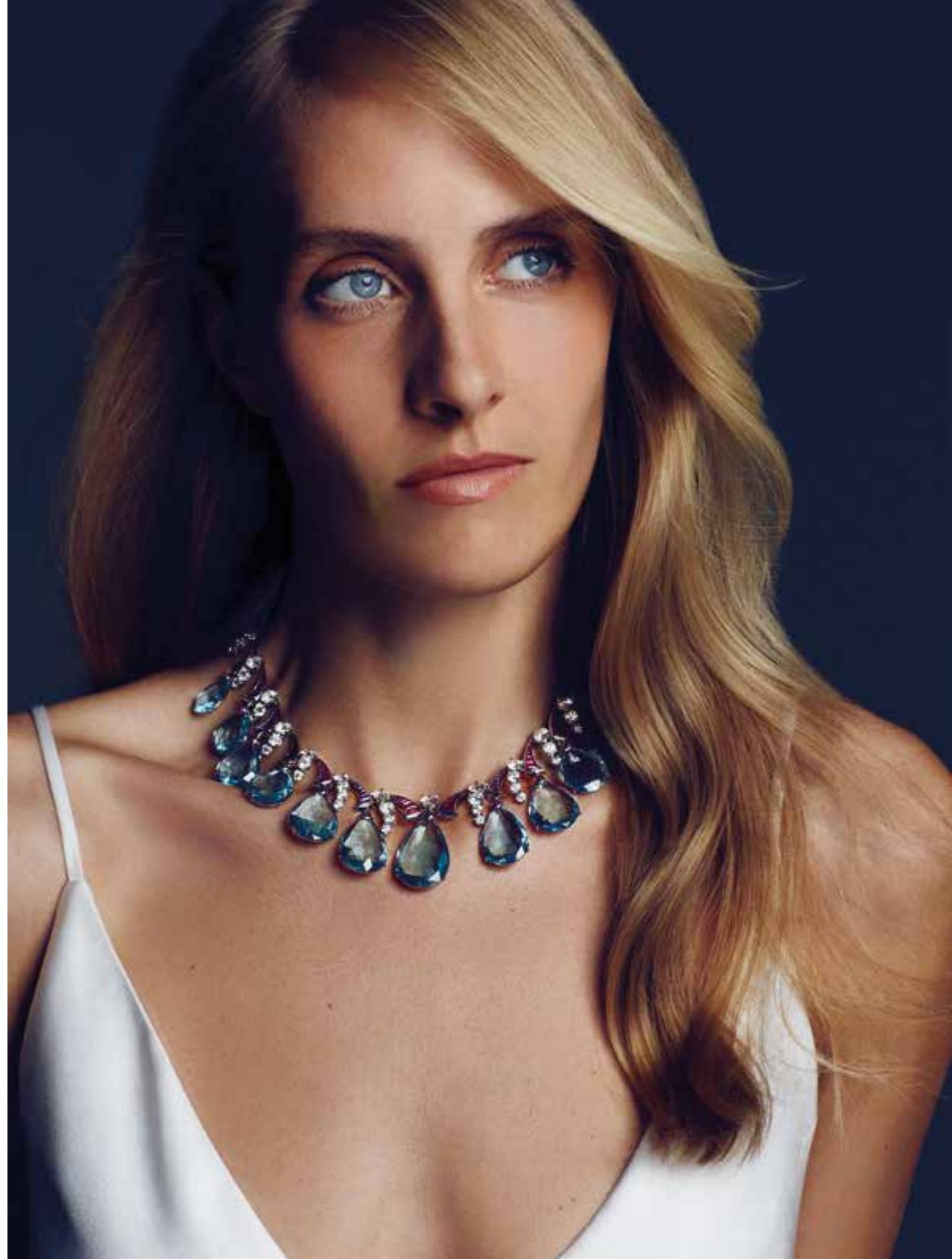
High Jewellery Serpenti necklace,  
shirt Strenesse,  
pants Stephan Janson, bra Eres;  
*opposite page:*  
High Jewellery Serpenti necklace,  
bra Eres



High Jewellery necklace and ring,  
jacket and v-neck sweater Pallas



High Jewellery necklace and ring,  
dress Ermanno Scervino;  
*opposite page:*  
High Jewellery necklace



High Jewellery necklace,  
slip dress Aquilano Rimondi



High Jewellery bracelet,  
turtleneck Aquilano Rimondi,  
pants Stephan Janson;  
opposite page:  
High Jewellery bracelet and ring,  
turtleneck Aquilano Rimondi



High Jewellery necklace,  
sweater Comeforbreakfast

Photographer's assistant

**Riccardo Ferri;**

Stylist's assistant

**Alice Maiolini;**

Make-up **Sissy Belloglio**

@Freelancer

using **Mac Cosmetics**;

Hair **Fabio D'Onofrio;**

Nails **Isabella Evenali**

@Making Beauty

Bulgari è un universo simbolico che si narra in innumerevoli declinazioni. Plasmare gli stilemi del brand in modi sempre diversi è un gioco virtuosistico che piace. Il vincitore, tuttavia, è sempre

## *Bulgari is a symbolic universe that narrates itself in innumerable forms*

uno: il talento. Il gioco si fa serio: Bulgari investe sull'Italia, sulla creatività dei giovani e sulle nicchie di artigianalità, da preservare con cura. È con questi presupposti che la Maison ha lanciato una sfida ai giovani creativi dei maggiori istituti di moda e design italiani: creare le uniformi 2016 per i suoi dipendenti, ideando uno stile unico e distintivo per i venditori dei negozi di tutto il mondo, facendo leva sui codici del brand. A interpretare al meglio lo

spirito Bulgari sono stati la designer Sofia Colasante e il duo Miryaki (Mia Vilardo e Riccardo Polidoro), ex studenti dell'Istituto Marangoni. Il risultato è una serie di uniformi che, sia nelle versioni maschili che femminili, si caratterizza per la linearità dei tagli, le forme strutturate ma pulite, il rigore del nero spezzato da esplosioni di colore. Gli stilemi del brand echeggiano in dettagli sorprendenti: i motivi del foulard arancio e rosa richiamano le scaglie dell'icona Serpenti, mentre nella forma dello scollo del little black dress troviamo Diva. I tessuti degli abiti, le sete dei foulard e le pelli degli accessori, materiali preziosi e naturali: tutto sempre prodotto da aziende italiane.

*Bulgari is a symbolic universe that narrates itself in innumerable forms. Everyone loves the virtuosity game of shaping the brand's iconic elements in evolving ways. However, there is always one winner: talent. The game gets serious: Bulgari invests in Italy, on young people's creativity and on the craftsmanship niches that are to be preserved with care. Against this background, the Maison challenged the young creators of the main fashion and design institutes in Italy to create the 2016 uniforms for its employees, devising a unique and distinctive style for the sales advisors of international stores working on the brand's codes. Sofia Colasante, designer, and the Miryaki duo (Mia Vilardo and Riccardo Polidoro), former students at the Marangoni institute, have been the best interpreters of the Bulgari spirit. The result is a series of uniforms marked by linearity of cut, structured but clean shapes, black austerity broken by colour explosions. The brand stylemes echo in amazing details: the orange and pink pattern of the foulards recall the scales of the Serpenti icon; the shape of the neckline of the little black dress reminds us of Diva. The fabrics of the clothes, the silks of the foulards and the leathers of the accessories are precious and natural materials, all manufactured by Italian firms.*

宝格丽是一个具有象征意义的世界，它可以从无数的维度进行诠释。每个人都喜欢这样的游戏，以不同的方式塑造品牌的不同风格，以呈现品牌的精湛技艺。然而，胜出者只有一个，那就是：人才。游戏变得越来越认真：宝格丽投资于意大利，投资于年青人的创意和细分领域里需要精心保护的手工工艺。正是在这个前提下，宝格丽向意大利最重要的时装和设计学院的年青学生提出了挑战，即为宝格丽的员工创意设计2016款制服，依托品牌元素，使全球门店销售人员的着装具有独特和鲜明的设计风格。能够最佳体现宝格丽品牌精髓的是设计师索菲亚·科拉桑特（Sofia Colasante）和Miryaki的两位设计者、原马兰欧尼时装与设计学院的毕业生米娅·维拉多（Mia Vilardo）和里卡尔多·波利多罗（Riccardo Polidoro）。他们设计出一系列男装和女装制服，剪裁流畅，图案简洁，庄重的黑色中迸发出色彩。精巧的细节设计体现了宝格丽的风格特征：围巾上的橙色和粉色图案令人联想到标志性 Serpenti 系列上的蛇形鳞片，黑色女士裙装的领口让我们看到 Diva 系列珠宝的元素。衣服的面料、围巾的丝绸和配件使用的皮革都是珍贵天然的材料，完全由意大利企业生产制造。

BVLGARI  
**THE UNIFORMS**  
photography by Stefano Pasini  
text by Silvia Novelli



The new Bulgari uniforms have a unique, distinctive style inspired by the codes of the Maison.

Prezioso, l'abito lungo in tulle ricamato nelle tonalità della tormalina si accompagna alla giacca scura. Sparsi, gioielli portati con naturalezza. Ricognoscibili, i simboli iconici della Maison Bulgari: Serpenti al polso, Diva nei pendenti ai lobi, B.zero1 tra le dita. L'insieme è sontuoso e al tempo stesso disinvolto: è l'alchimia perfetta tra le creazioni di Sofia Colasante e del duo Miryaki, i giovani designer vincitori del progetto Uniformi 2016. Sono due identità creative già forti e definite, eppure capaci di intersecare i rispettivi talenti con impeccabile fluidità. Lo dimostrano questi scatti realizzati dal fotografo Stefano Pasini. Il risultato è vibrante, coinvolgente. Linee dritte e geometriche si mixano a quelle più morbide e classiche. Toni scuri, sobri, lussuosi, si affiancano a sgargianti colori pastello, vagamente esotici. La purezza luminosa del tailleur è graffiata da riferimenti

menti dal sapore gotico piume, pelliccia mentre la blusa esalta il suo candore sul giallo della gonna geometrica e il pantalone è contrappunto perfetto della camicia verde menta. È un'estetica quasi architettonica: linee, volumi, forme che si affiancano e vicendevolmente si esaltano. A fare da trait d'union al tutto, il tocco unico delle creazioni Bulgari.

•

Luxurious, the tourmaline shades of the long embroidered tulle gown are combined with the dark coat. Here and there, jewels are worn casually: Recognizable, the iconic symbols of Maison Bulgari: Serpenti at the wrist, Diva at the ear lobes, B.zero1 on the fingers. The ensemble is sumptuous yet casual: the perfect chemistry behind the creations of Sofia Colasante and Miryaki, the young designers who won the Uniforms 2016 project. Two strong and defined cre-

ative identities, capable of intersecting their respective talents with impeccable fluidity. These shots by photographer Stefano Pasini are testimony to it. The result is vibrant, engaging. Straight and geometrical lines mix with classical and softer ones. Dark, sober, luxurious tones go hand in hand with bright pastel colours, vaguely exotic. The luminous

each other. One trait d'union: the unique touch of Bulgari's creations.

•

华贵的碧玺色调刺绣薄纱长裙搭配深色上衣，再自然地佩戴一些珠宝，宝格丽标志性的符号一眼便能认出：手腕上的Serpenti珠宝、耳坠的Diva耳环、指间的B.zero1戒指，所有这一切是如此的雍容华丽和从容大方。这就是2016制服设计获奖者索菲亚·科拉桑特(Sofia Colasante)和Miryaki两位年青设计师完美的创意设计。两颗既强烈又鲜明的创意因子相互碰撞，将各自的天赋无懈可击地融合在一起。摄影师斯特法诺·帕西尼(Stefano Pasini)拍摄的照片将它展现了出来，而且效果出神入化，充满魅力，令人向往。直线和几何形的线条与古典柔和的线条混搭，简约精美的深色调配以明亮柔和、略感异域风情的色彩。女式套装的亮采 - 羽毛、裘皮 - 隐现出哥特式的风格，白衬衫在几何线条的黄色裙子上更显洁白无瑕，而裤子搭配薄荷绿衬衫又是那么的完美。它几乎是一种建筑形式的审美表现：线条、图案相辅相成并且交相辉映。而宝格丽独特的创意作品又将所有这一切完美地串联在了一起。

## CREATIVE MINDS

photography by Stefano Pasini  
text by Silvia Novelli





Luxurious,  
the tourmaline  
shades  
of the long  
embroidered  
tulle gown are  
combined with  
the dark coat.

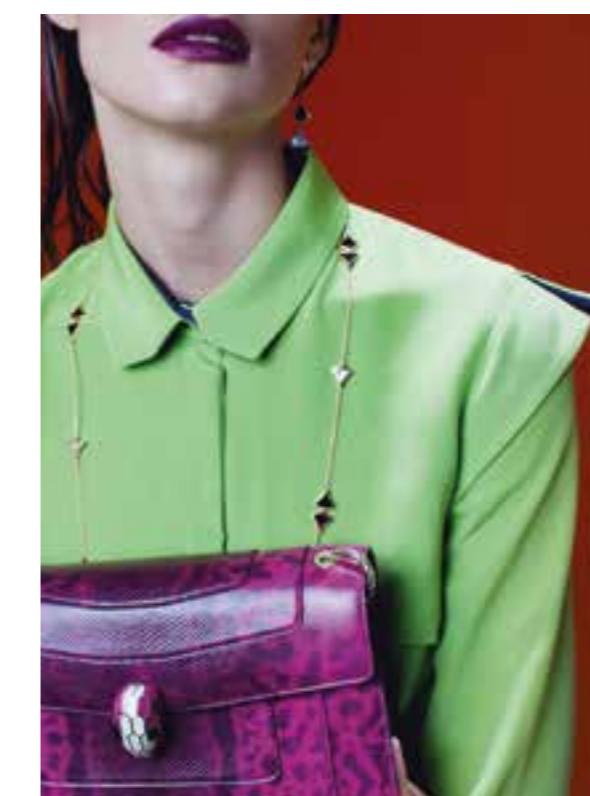


Jacket, Miryaki/Colasante;  
dress in embroidered  
microtulle, Sofia Colasante;  
silk chemise, Sofia Colasante.  
Suit in light wool with feather  
application, Sofia Colasante;  
green marmot fur stole,  
Sofia Colasante.

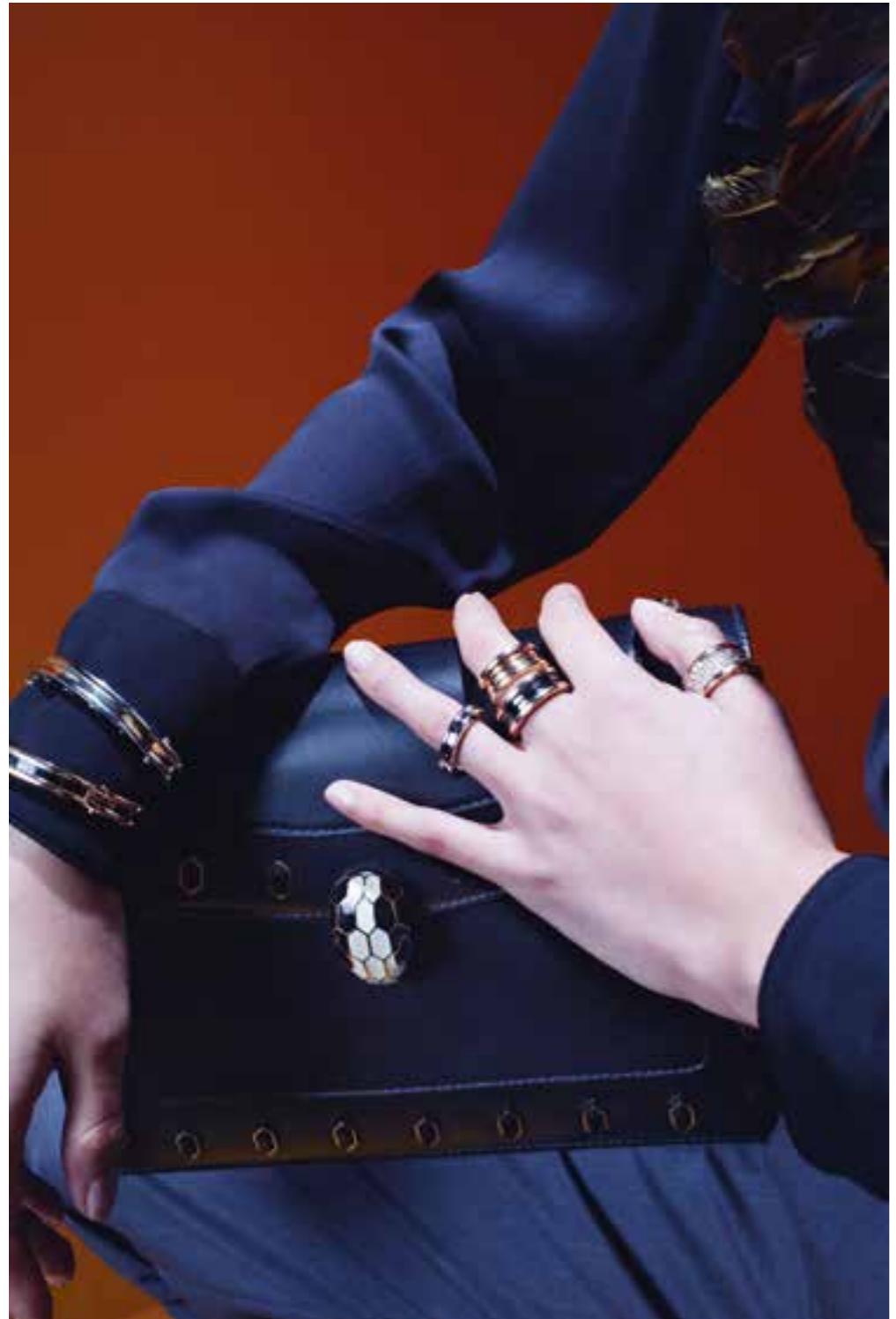




One trait  
d'union:  
the unique  
touch  
of Bulgari's  
creations.



Make the most  
of talent, always:  
true to this  
mantra, Bulgari  
supports  
young creatives.



Black shirt in silk georgette  
with contrasting crêpe-de-chine  
details, Miryaki;  
trousers in wool and pearl  
grey silk, Sofia Colasante;  
jacquard bib with feathers, Miryaki.  
Dark green cotton jersey  
top, Sofia Colasante;  
skirt with feather flap, Miryaki.



## NEW YORK



**Indre Rockefeller, Lily Kwong, Zani Gugelmann**  
New York, BVLGARI & ROMÈ: Eternal Inspiration Opening Night



**Veronica and Nicola Bulgari**  
New York, BVLGARI & ROMÈ: Eternal Inspiration Opening Night



**Alexa Chung, Harley Viera-Newton, Liv Tyler**  
New York, BVLGARI & ROMÈ: Eternal Inspiration Opening Night

## ROME



**Fabrizio Buonamassa**  
Rome, DIAGONO launch event



**Justice Joslin**  
Rome, DIAGONO launch event



*Rome, DIAGONO launch event*

## MILAN



**Chiara Ferragni, Helena Bordon and Candela Novembre**  
Milan, Bulgari dinner party during the Milan Fashion Week Spring/Summer 2016

## NEPAL



**Isabella Ferrari**  
Nepal, Child Friendly Safe Space



**Lilly Sayn Wittgenstein**  
Berleburg  
Nepal, Child Friendly Safe Space

**Jon Kortajarena**  
Nepal, Child Friendly Safe Space



**Adrien Brody**  
Nepal, Child Friendly Safe Space

## US



**Daniel Paltridge and Glenda Bailey**  
Award Fashion Guild

## TOKYO



*Bulgari Retrospective*



*Bulgari Retrospective*

- 32 "Serpenti Seaglie" shopping bag in yellow citrine smooth calf leather and calf leather. Retractable snake handles in black, white and light gold finishing. Iconic snake head zip puller in black and white enamel with green malachite enamel eyes.

"Serpenti Forever" flap cover bag in yellow citrine and white agate calf leather featuring the *graphic frame* motif in white agate. Brass light gold plated "Serpenti" head closure in white and black enamel with eyes in black onyx.



- 34 *left page:*  
Wallet pochette in violet amethyst bright grain calf leather and ocean turquoise nappa. Brass light gold plated hardware and iconic **BVLGARI BVLGARI** closure clip.
- right page:*  
"Serpenti Forever" flap cover bag in berry tourmaline and violet amethyst calf leather featuring a *graphic frame* motif in violet amethyst. Brass light gold plated "Serpenti" head closure in white and black enamel with eyes in black onyx.



- 36 "Serpenti Forever" flap cover bag in white agate calf leather. Brass light gold plated "Serpenti" head closure in black and white enamel with eyes in green malachite.

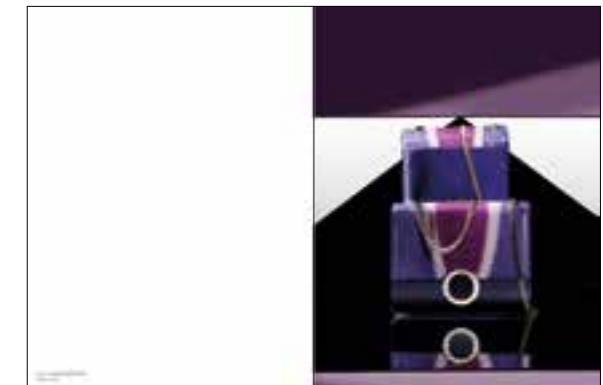


- 38 "Serpenti Forever" flap cover bag in aquarelle turquoise calf leather. Brass light gold plated "Serpenti" head closure in black and white enamel with eyes in green malachite.

"Serpenti Forever" flap cover bag in reef coral calf leather. Brass light gold plated "Serpenti" head closure in black and white enamel with eyes in green malachite.



- 40 Flap cover **BVLGARI BVLGARI** Signature Bag in violet amethyst, berry tourmaline and white agate shiny lizard skin, and berry tourmaline calf leather. Brass light gold plated metal parts, black *Perspiccio* bar; iconic double logo motif and magnetic closure finished in black enamel.



- 42 Parentesi detail set on a cat-eye frame with a distinctive pink gold metal bridge.  
"Serpenti Forever" flap cover bag in black calf leather featuring the "Scaglie Studs" motif in black onyx. Brass light gold plated "Serpenti" head closure in black and white enamel with eyes in black onyx.



44 Flap cover **BVLGARI BVLGARI** Signature Bag in aquarelle turquoise calf leather. Brass light gold plated metal parts, black *Perspicio* bar, iconic double logo motif and magnetic closure finished in black enamel.

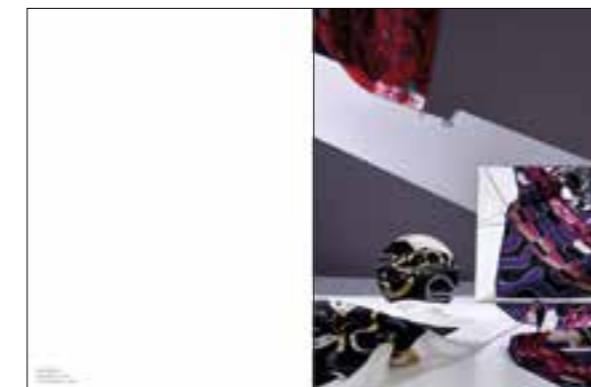
**BVLGARI BVLGARI** Alba tote bag in reef coral and black calf leather. Pendant closure in brass light gold plated metal and black enamel, featuring the iconic double logo.



46 Reef coral "Birds of Eden" scarf in fine twill silk. Dimensions 90x90 cm.

Black "Logo BB Unity" scarf in fine twill silk. Dimensions 90x90 cm.

Berry tourmaline "Serpenti Reverie" scarf in fine twill silk. Dimensions 90x90 cm.



56 **OCTO SOLOTEMPO** Ultranero watch. Mechanical manufacture movement with automatic winding and date. BVL 193 caliber decorated with perlage, côtes de Genève and chamfering finishing. Double barrel, 50-hour power reserve. 41 mm steel case treated with black Diamond Like Carbon, 18 kt pink gold bezel and crown set with ceramic, transparent back case. Lacquered polished dial with hand-applied pink gold indexes. Integrated rubber strap with steel ardillon buckle treated with black Diamond Like Carbon. Water-resistant up to 100 metres.



58 **DIVA** watch. Quartz movement. 30 mm 18 kt pink gold case set with brilliant-cut diamonds. Gold crown set with a cabochon-cut pink rubellite. Natural acetate dial set with diamond indexes. Satin strap with 18 kt pink gold ardillon buckle.

**DIVA** watch. Quartz movement. 30 mm 18 kt pink gold case set with brilliant-cut diamonds. 18 kt pink gold crown set with a cabochon-cut pink rubellite. Diamond-pavé dial. Satin strap with 18 kt pink gold ardillon buckle.



60 **OCTO SOLOTEMPO** Ultranero watch. Mechanical manufacture movement with automatic winding and date. BVL 193 caliber decorated with perlage, côtes de Genève and chamfering finishing. Double barrel, 50-hour power reserve. 41 mm steel case treated with black Diamond Like Carbon, 18 kt pink gold bezel and crown set with ceramic, transparent back case. Lacquered polished dial with hand-applied pink gold indexes. Integrated rubber strap with steel ardillon buckle treated with black Diamond Like Carbon. Water-resistant up to 100 metres.

**OCTO VELOCISSIMO** Ultranero watch. Mechanical manufacture high-frequency chronograph (5Hz) with silicon escapement, automatic winding and date, BVL 328-Velocissimo caliber decorated with perlage, côtes de Genève and chamfering finishing. 50-hour power reserve. 41 mm steel case treated with black Diamond Like Carbon, 18 kt pink gold bezel and crown set with ceramic, transparent back case. Lacquered polished dial with hand-applied pink gold indexes. Integrated rubber strap with steel ardillon buckle treated with black Diamond Like Carbon. Water-resistant up to 100 metres.



62 **BVLGARI BVLGARI** Tubogas watch. Quartz movement, 19 mm steel case with 18 kt pink gold bezel. 18 kt pink gold crown set with a pink stone. Black dial set with diamond indexes. Steel and 18 kt pink gold double twirl tubogas bracelet.

**BVLGARI BVLGARI** Lady watch. Mechanical movement with automatic winding, 33 mm steel case with 18 kt pink gold bezel set with diamonds. 18 kt pink gold crown set with a pink stone. Brown lacquered soleil dial set with diamond indexes. Steel and 18 kt pink gold bracelet.



- 64 OCTO SOLOTEMPO watch. Mechanical manufacture movement with automatic winding and instantaneous date, BVL 191 - Solotempo caliber decorated with côtes de Genève, chamfering and snailed finishing. 42-hour power reserve. 38 mm steel case with transparent case back. Crown set with ceramic. Blue sunray and lacquered polished dial with hand-applied indexes. Stainless steel bracelet. Water-resistant up to 100 metres.

LVCEA watch. Mechanical movement with automatic winding. 33 mm steel case with 18 kt pink gold bezel set with diamonds. 18 kt pink gold crown set with a pink cabochon-cut stone and diamond. White mother-of-pearl dial set with diamond indexes. Date aperture. Steel and 18 kt pink gold bracelet.



- 66 OCTO FINISSIMO Tourbillon watch. Mechanical movement with manual winding, extra-thin flying tourbillon with a specific ball-bearing system. World's thinnest tourbillon caliber BVL 268 (1.95 mm thick), decorated by hand with côtes de Genève finishing. 52-hour power reserve. 40 mm platinum case, bezel set with transparent back. Black lacquered dial. Black alligator strap with platinum ardillon buckle.

OCTO FINISSIMO watch. Mechanical manufacture movement with manual winding, small seconds and back-side power reserve indication. BVL 198 caliber decorated by hand with côtes de Genève, chamfering and perlage finishing. Power reserve around 65 hours. 40 mm extra-thin platinum case (5.15 mm thick) with transparent case back. Crown set with ceramic. Black polished lacquered dial with raised indexes. Integrated alligator strap with platinum ardillon buckle.



- 68 LVCEA watch. Mechanical movement with automatic winding. 33 mm 18 kt pink gold case set with brilliant-cut diamonds. 18 kt pink gold crown set with a pink cabochon-cut stone and diamond. Silver satiné soleil dial set with diamond indexes. Date aperture. Bordeaux alligator strap with an 18 kt pink gold ardillon buckle.

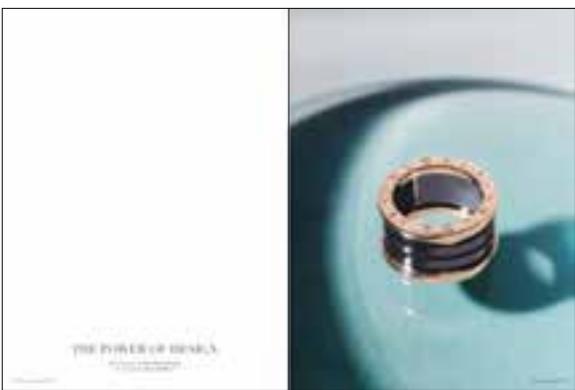


- 70 OCTO MASERATI watch. Mechanical manufacture high-frequency chronograph (5Hz) with silicon escapement, automatic winding and date, BVL 328-Velocissimo caliber decorated with perlage, côtes de Genève finishing. 50-hour power reserve. 41 mm steel case with tachometric bezel and semi-transparent case back with Maserati logo and mention "1 OUT OF 1914". Crown set with ceramic. Lacquered polished dial executed with champévé technique and hand-applied

indexes. Integrated alligator strap with steel folding buckle. Water-resistant up to 100 metres. Limited edition.

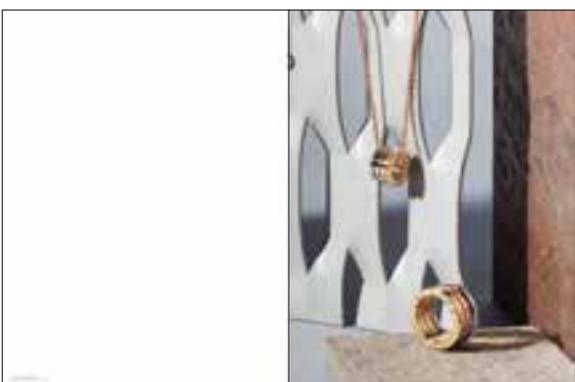


- 72 B.zero1 four-band ring in 18 kt pink gold with black ceramic.



- 74 B.zero1 pendant in 18 kt pink, white and yellow gold.

B.zero1 four-band ring in 18 kt pink, white and yellow gold.



76 **B.zero1** four-band ring in 18 kt yellow gold with pavé diamonds.

**B.zero1** necklace in 18 kt pink gold.

**B.zero1** bangle bracelet in 18 kt pink gold with pavé diamonds.



78 **B.zero1** necklace in 18 kt pink gold with white ceramic.

**B.zero1** bangle bracelet in 18 kt pink gold with white ceramic.

**B.zero1** two-band ring in 18 kt pink gold with black ceramic.

**B.zero1** necklace in 18 kt pink gold with black ceramic.

**B.zero1 Roma** four-band ring in 18 kt pink gold with bronze ceramic.

**B.zero1** four-band ring in 18 kt pink gold with white ceramic and pavé diamonds.



80 **B.zero1** pendant in 18 kt pink and white gold.

**B.zero1** three-band ring in 18 kt white gold.

**B.zero1** ring in 18 kt pink and white gold.



82 **B.zero1** two-band ring in 18 kt pink gold with white ceramic.



84 **B.zero1** bangle bracelet in 18 kt white gold.

**B.zero1** bangle bracelet in 18 kt pink gold.

**B.zero1** bangle bracelet in 18 kt yellow gold.

**B.zero1** bangle bracelet in 18 kt pink gold with black ceramic.

**B.zero1** bangle bracelet in 18 kt white gold with pavé diamonds.



86 **B.zero1** soft bracelet in 18 kt pink, white and yellow gold.

**B.zero1** necklace in 18 kt yellow gold.

**B.zero1** four-band ring in 18 kt pink, white and yellow gold.



88 **B.zero1** large bangle bracelet in 18 kt white gold with pavé diamonds.

**B.zero1** necklace in 18 kt white gold with pavé diamonds.

**B.zero1** ring in 18 kt white gold with pavé diamonds.



90 **B.zero1** four-band ring in 18 kt pink gold with pavé diamonds.

**B.zero1** three-band ring in 18 kt white gold.

**B.zero1** three-band ring in 18 kt pink gold.

**B.zero1** one-band ring in 18 kt yellow gold.



92 High Jewellery necklace in pink gold with 1 cushion cabochon Rubellite (61.50 ct), 10 round and fancy amethyst (26.05 ct), round brilliant cut diamonds and pavé-set diamonds (19.30 ct).

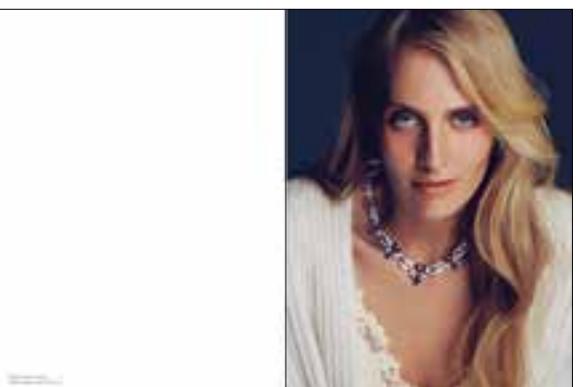


94 High Jewellery necklace in pink gold with 1 oval shaped cabochon cut Amethyst (12.41 ct), 1 oval shaped cabochon cut Acquamarine (15.28 ct), 1 oval shaped cabochon cut Mandarin garnet (34.22 ct), 1 oval shaped cabochon cut Peridot (15.39 ct), 1 oval shaped cabochon cut Pink Tourmaline (19.38 ct) and pavé diamonds (1.97 ct).

High Jewellery ring in pink gold with 1 oval shaped Peridot (12.90 ct), 14 buff top cut Rubies (4.66 ct) and pavé diamonds (0.43 ct).



96 High Jewellery necklace in white gold with 15 pear shaped drop cut Blue Sapphires (37.15 ct), 35 round shaped cabochon cut Spinels (27.65 ct), 31 round brilliant cut diamonds (8.41 ct) and pavé diamonds (9.67 ct).



98 High Jewellery necklace in white gold with 1 round brilliant cut diamonds (0.55 ct), 10 round brilliant cut diamonds and pave diamonds (22.13 ct).



100 High Jewellery Serpenti necklace in white and yellow gold with 55 marquise brilliant cut diamonds (11.45 ct), 71 round and pear shaped rubies (2.66 ct) and pavé diamonds (8.94 ct).



**102** High Jewellery necklace in white gold with 2 pear cut sapphires Sri Lanka (55.57 ct), 2 round brilliant cut diamonds (1.90 ct), 20 marquise brilliant cut diamonds (12.59 ct), 23 round brilliant cut diamonds (9.32 ct), square and tapered shape, step cut diamonds (7.67 ct).

High Jewellery ring in platinum with 1 cushion Madagascar sapphire (14.20 ct) and half moon diamonds (1.81 ct).



**104** left page:  
High Jewellery necklace in white gold with 9 round brilliant cut diamonds (3.70 ct E\G VVS\VS) and round brilliant cut diamonds and pavé diamonds (28.47 ct).

right page:  
High Jewellery necklace in pink gold with 1 oval shaped cabochon cut Amethyst (12.41 ct), 1 oval shaped cabochon cut Aquamarine (5.28 ct), 1 oval shaped cabochon cut Mandarin garnet (34.22 ct), 1 oval shaped cabochon cut Peridot (15.39 ct), 1 oval shaped cabochon cut Pink Tourmaline (19.38 ct) and pavé diamonds (1.97 ct).

High Jewellery ring in pink gold with 1 oval shaped Peridot (12.90 ct), 14 buff top cut Rubies (4.66 ct) and pavé diamonds (0.43 ct).



**106** High Jewellery necklace in platinum with 14 pear briolette aquamarines (163.14 ct), 3 round brilliant cut diamonds (3.22 ct F/G VS1/VS2), 80 round brilliant cut diamonds (31.25 ct), buff top purple sapphires (19.21 ct) and buff top cabochon pink tourmalines.



**108** High Jewellery bracelet in white gold with 4 round brilliant cut diamonds (2.80 ct) and pavé diamonds (25.77 ct).

High Jewellery ring in white gold with 1 round shaped ruby (0.79 ct), buff top rubies (2.92 ct) and pavé diamonds (1.68 ct).



**110** High Jewellery necklace in pink gold with 1 cushion cabochon Rubellite (61.50 ct), 10 round and fancy amethyst (26.05 ct), round brilliant cut diamonds and pavé-set diamonds (19.30 ct).



**114** Serpenti ring in 18 kt white gold with full pavé diamonds.

**B.zero1** three-band ring in 18 kt pink gold.

**B.zero1** two-band ring in 18 kt pink gold with black ceramic.

DIVA earrings in 18 kt pink gold with onyx and mother-of-pearl.

**B.zero1** ring in 18 kt pink gold with pavé diamonds.

Serpenti bracelet in 18 kt white gold with full pavé diamonds.



**116** DIVA earrings in 18 kt pink gold with onyx and mother-of-pearl.

Serpenti bracelet in 18 kt white gold with full pavé diamonds.

**B.zero1** ring in 18 kt pink gold with pavé diamonds.

**B.zero1** two-band ring in 18 kt pink gold with black ceramic.

**B.zero1** three-band ring in 18 kt pink gold.

Serpenti rings in 18 kt white gold with full pavé diamonds.

Serpenti Tubogas watch. Quartz movement, 35 mm steel curved case. Steel crown set with a cabochon-cut pink rubellite. Silver opaline dial with guilloché soleil treatment and hand-applied indexes. Single-spiral steel bracelet.

“Serpenti Tubogas” clutch in acqueos gold shiny lizard skin with brass light pink gold plated snake body-shaped frame closure with black enamel. Detachable “Tubogas” chain strap.



118 DIVA earrings in 18 kt pink gold with onyx and mother-of-pearl.

DIVA sautoir necklace in 18 kt pink gold with mother-of-pearl and black onyx.

DIVA bracelet in 18 kt pink gold with mother-of-pearl and onyx.

“Serpenti Forever” flap cover bag in berry tourmaline karung skin. Brass light gold plated “Serpenti” head closure in white and berry tourmaline enamel with eyes in black onyx. Small size with two gussets, various internal pockets and snake body-shaped chain. Internal metal tag featuring the Bulgari logo, and pocket mirror.

High Jewellery Serpenti necklace in white gold with 2 pear shaped diamonds (1.07 ct) and diamond pavé (75.65 ct).



120 B.zero1 steel and 18 kt yellow gold bangle bracelet.

B.zero1 18 kt pink gold bangle bracelet with black ceramic.

“Serpenti Forever” flap cover bag in black calf leather featuring the “Scaglie Studs” motif in black onyx. Brass light gold plated “Serpenti” head closure in black and white enamel with eyes in black onyx.

B.zero1 one-band ring in 18 kt white gold.

B.zero1 three-band ring in 18 kt pink gold.

B.zero1 two-band ring in 18 kt pink gold with black ceramic.

B.zero1 ring in 18 kt pink gold with pavé diamonds.



**BVLGARI**  
ROMA



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ROMA