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Rubaiyat

Legendary Style a Century in the Making

Rubaiyat is a name of poetic significance originally chosen by Bulova in 1917—to introduce the first female-focused watch designs to the world.

Today, the collection celebrates a century past, fusing modern design with longstanding roots in the art of true craftsmanship and empowered femininity.

Adorned by diamond detailing and unique crown placement at the utmost point on the watch case, the stunning, regal elements of the Rubaiyat collection are sure to be a crowning achievement to any aficionado's precious collection of timepieces.



96P196 \$450

35 mm	3	S	MOP
CRVD CRYST	ST STEEL	DEP	30

Available October 2018



97P139 \$750

35 mm	3	S	MOP	CRVD CRYST
ST STEEL	ROSE GOLD	DEP	30	

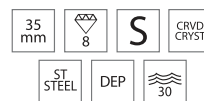
Available October 2018



96P184 \$699



97P125 \$799



98P174 \$799



97P130 \$799



THE BULOVA CURV COLLECTION

CURV

The World's First

The breakthrough excitement of the world's first curved chronograph movement continues. Now Bulova adds a new technical aesthetic, bold and sportive, to the collection with the CURV Progressive Sport bracelet. Powered by Bulova's proprietary high-performance quartz movement with 262 kHz vibrational frequency for extraordinary precision, the new styles feature brushed bracelets with striking open-work elements.





CURV

NEW



96A205 \$1,699

44 mm	CURV	HIGH PRFM QUARTZ	CHRONO
S		CRVD CRYST	ST STEEL
SB	DEP		30

Available October 2018



98A161 \$1,500

44 mm	CURV	HIGH PRFM QUARTZ	CHRONO
S		CRVD CRYST	ST STEEL
SB		30	



98A162 \$1,600

44 mm	CURV	HIGH PRFM QUARTZ	CHRONO
S		CRVD CRYST	Ti
ROSE GOLD	SB		30



96A186 \$1,350

45 mm	CURV	HIGH PRFM QUARTZ	CHRONO
S		CRVD CRYST	ST STEEL
SB	DEP		30



98A159 \$1,400

45 mm	CURV	HIGH PRFM QUARTZ	CHRONO
S		CRVD CRYST	ST STEEL
SB	DEP		30



97A125 \$1,400

45 mm	CURV	HIGH PRFM QUARTZ	CHRONO
S		CRVD CRYST	ST STEEL
SB	DEP		30



97A124 \$1,200

45 mm	CURV	HIGH PREM QUARTZ	CHRONO
S		CRVD CRYST	ST STEEL
ROSE GOLD	SB		30



98A160 \$1,400

45 mm	CURV	HIGH PREM QUARTZ	CHRONO
S		CRVD CRYST	ST STEEL
ROSE GOLD	SB	DEP	



98A155 \$1,100

43 mm	CURV	HIGH PREM QUARTZ	CHRONO
S		CRVD CRYST	ST STEEL
SB		30	



98A156 \$1,200

43 mm	CURV	HIGH PREM QUARTZ	CHRONO
S		CRVD CRYST	ST STEEL
ROSE GOLD	SB		30



96A185 \$1,250

43 mm	CURV	HIGH PREM QUARTZ	CHRONO
S		CRVD CRYST	ST STEEL
SB	DEP		30



98A158 \$1,400

43 mm	CURV	HIGH PREM QUARTZ	CHRONO
S		CRVD CRYST	ST STEEL
ROSE GOLD	SB	DEP	

THE LUNAR PILOT CHRONOGRAPH WATCH

Archive Series

Reviving Iconic Designs

Inspired by the Bulova chronograph worn during the Apollo 15 mission in 1971, our Lunar Pilot Chronograph has been updated with high performance quartz technology with a vibrational frequency of 262 kHz for unparalleled accuracy.

Perfectly replicating the brand's most nostalgic designs, while infusing modern elements, the Archive Series is the ultimate celebration of Bulova's history of firsts.



96B251 \$999





THE PRECISIONIST COLLECTION

Advanced timekeeping at its best. Intricately styled and infinitely accurate with our exclusive three-prong crystal Precisionist movement and continuous-sweep second hand, the collection exudes quiet confidence with sport and dress styles. The chronographs are particularly refined with precision timing to 1/1000th of a second and 12-hour chronograph function. Water resistant up to 300 meters.



Precisionist

Advanced Timekeeping at Its Best



98B270 \$1,250

48.3 mm		CHRONO	ST STEEL
SB	S-D C	F-O	



98B271 \$1,350

48.3 mm		CHRONO	ST STEEL
SB	S-D C	F-O	



96B175 \$1,300

46.5 mm		CHRONO	CARBON FIBER	CRVD CRYST
ST STEEL	SB	S-D C	F-O	



98B228 \$1,400

46.5 mm		CHRONO	CARBON FIBER	CRVD CRYST
ST STEEL	SB	S-D C	F-O	



98D149 \$1,500

46.5 mm			CRVD CRYST	ST STEEL
ROSE GOLD	SB	S-D C	F-O	

NEW



97B178 \$1,200

46 mm		CHRONO	CARBON FIBER	CRVD CRYST
ST STEEL	SB	S-D C		

Available October 2018

NEW



98B318 \$1,200

46 mm		CHRONO	CARBON FIBER	CRVD CRYST
ST STEEL	SB	S-D C		

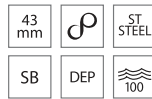
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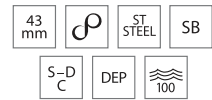
98B267 \$550



96B252 \$599



98B273 \$650



96B260 \$999



98B276 \$1,100



Marine Star

A Deep Dive into Style

Live and play in maritime style. The Marine Star collection's classic styling tows the line of sport, with bold accents, iconic dial patterns and innovative materials. And, of course, water resistance to a minimum of 100 meters.



96B272 \$699

45 mm	CHRONO		CRVD CRYST	ST STEEL
SB	S-D C	F-O		200



98B301 \$750

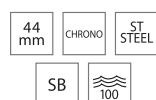
45 mm	CHRONO		CRVD CRYST	ST STEEL
ROSE GOLD	SB	S-D C	F-O	 200



98B250 \$599



98B277 \$550



98B278 \$599

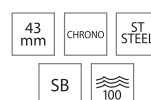




97B153 \$499



96B287 \$499



96B255 \$550



96B256 \$550



Modern

Minimal at Its Maximal

Geometric silhouettes, cutting-edge design and high-contrast materials bring contemporary style to life in the Modern collection.

Asymmetric dial layouts and tapered hands add minimalism to luxe diamond detailing and sleek metalized crystal.



96P172 \$399

26 mm	 12	MOP
ST STEEL	DEP	 30



98P157 \$450

26 mm	 12	MOP
ST STEEL	DEP	 30



97P132 \$499

30 mm	 11	MOP	CRVD CRYST	ST STEEL
ROSE GOLD	SB	DEP	 30	



96C105 \$399

40 mm	CRVD CRYST	ST STEEL
SB	DEP	30



98C123 \$450

40 mm	CRVD CRYST	ST STEEL
SB	DEP	30



98C124 \$499

40 mm	CRVD CRYST	ST STEEL
SB	DEP	30



98D109 \$550

40 mm	12	2	CRVD CRYST
ST STEEL	SB	DEP	30

Classic

Bulova's Wilton, Sutton, Maquina, Aerojet, Ambassador, Surveyor and American Clipper Collections

Inspired by vintage design, the Classic collections achieve a tailored, understated aesthetic that's always in style. A myriad of choices with sophisticated detailing and refined features such as day/date, open apertures and exhibition case backs or diamond accents as well as new self-winding movements to keep you moving forward.

AEROJET



98A187 \$499



97A136 \$550



BULOVA WILTON



97A109 \$599

45 mm	21	CRVD CRYST	BACK
ST STEEL	ROSE GOLD	SB	30

BULOVA SUTTON



98A165 \$599

43 mm	21	BACK	ST STEEL
ROSE GOLD	SB	100	



96A187 \$650

43 mm	21	BACK	ST STEEL
SB	DEP	F-O	100



98A166 \$699

43 mm	21	BACK	ST STEEL	ROSE GOLD
SB	DEP	F-O	100	



97A138 \$799

43 mm	21	CRVD CRYST	BACK
ST STEEL	SB	DEP	30

Available October 2018



96A208 \$799

43 mm	21	CRVD CRYST	BACK
ST STEEL	SB	DEP	30

Available October 2018



98A214 \$899

43 mm	21	CRVD CRYST	BACK
ST STEEL	SB	DEP	30

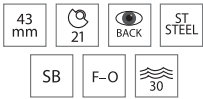
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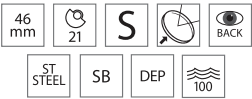
98A177 \$799



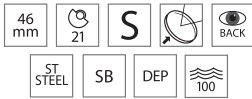
96A170 \$550



98A178 \$950



98A179 \$950



BULOVA SURVEYOR

NEW



96C133 \$450

42 mm	CHRONO	CRVD CRYST
ST STEEL	30	

NEW



97C109 \$599

42 mm	CHRONO	CRVD CRYST
ST STEEL	F-O	30



96B104 \$225



97B100 \$250



98H51 \$250



96A133 \$250



97A123 \$275





98A167 \$299



96A188 \$350



97A127 \$399





96B015 \$250



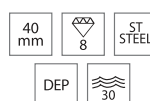
96A169 \$325



96B261 \$350



97D108 \$450





96D122 \$399

42.5 mm	11	CRVD CRYST
ST STEEL	F-O	30



98D125 \$450

42.5 mm	11	CRVD CRYST
ST STEEL	F-O	30

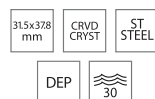


98C120 \$425

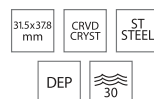
43 mm	ST STEEL	SB
F-O	30	



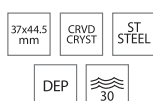
96M145 \$399



97M116 \$450



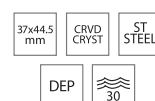
96B290 \$350



97B173 \$399



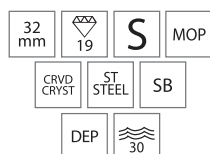
97B174 \$450



BULOVA SUTTON



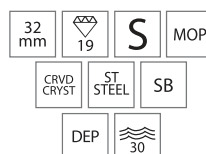
96R228 \$799



Available October 2018



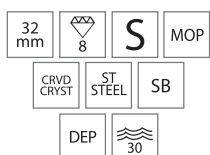
98R263 \$850



Available October 2018



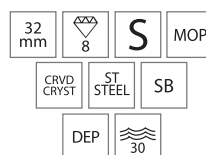
96P198 \$499



Available October 2018



98P184 \$550



Available October 2018

NEW



96P191 \$699

34 mm	21	5	S
MOP	CRVD CRYST	BACK	ST STEEL
SB	DEP	30	



96R213 \$599

28 mm	17	MOP	CRVD CRYST
ST STEEL	DEP	30	



98R231 \$650

28 mm	17	MOP	CRVD CRYST
ST STEEL	DEP	30	

Available October 2018



96R212 \$799

30 mm	24	S	CRVD CRYST
ST STEEL	DEP	30	



98R230 \$850

30 mm	24	S	CRVD CRYST
ST STEEL	ROSE GOLD	DEP	30



98R229 \$850

30 mm	24	S	CRVD CRYST
ST STEEL	DEP	30	



98P119 \$350

32 mm	12	MOP	CRVD CRYST
ST STEEL	ROSE GOLD	30	



98M125 \$399

27 mm	MOP	ST STEEL
ROSE GOLD	DEP	30



98M130 \$425

34.7 mm	CRVD CRYST	ST STEEL
ROSE GOLD	DEP	30



96P148 \$350

27 mm	4	MOP
ST STEEL	F-O	30



98V02 \$225

17x26.2 mm	ST STEEL	30
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96L215 \$225

28 mm	ST STEEL
F-O	30



98L217 \$250

28 mm	ST STEEL
F-O	30



97L151 \$275

28 mm	ST STEEL	ROSE GOLD
F-O	30	

Crystals

Wear with Confidence

TURNSTYLE



96L257 \$599

32.5 mm	CRYST	MOP
ST STEEL	DEP	30



98L247 \$699

32.5 mm	CRYST	MOP	ST STEEL
ROSE GOLD	DEP	30	



96L116 \$399

30.5 mm	CRYST	MOP
ST STEEL	DEP	30



98L135 \$425

30.5 mm	CRYST	MOP
ST STEEL	DEP	30



98L197 \$425

30.5 mm	CRYST	MOP	ST STEEL
ROSE GOLD	DEP	30	



96L245 \$299

32 mm	CRYST	MOP
ST STEEL	30	



96L246 \$299

32 mm	CRYST	
ST STEEL	30	



96L170 \$350

24.5 mm	CRYST	CRVD CRYST	ST STEEL	30
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98B174 \$550

42 mm	CRYST	ST STEEL
SB	DEP	30

NEW



Mother of Pearl Circle Pendant



96X146 \$450

32 mm	CRYST	MOP
ST STEEL	DEP	30

Available October 2018

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SYMBOL GUIDE ↴



Alarm



High performance quartz movement



Anti-reflective



Fold-over/Repliable/Plegable



Automatic with jewel count



Mother of pearl



Carbon fiber



Precisionist movement



Case size



Rose gold-tone



Chronograph



Rotating bezel



Crystals



Sapphire



Curved chronograph movement



Screw back



Curved crystal



Screw-down crown



Deployant



See-through back



Diamonds



Stainless steel



Dual time



Titanium



Duramic™



Water resistant