

Bertolucci, the world-renowned Swiss watch brand, has preserved ancestral expertise to serve modern quality production guided by a keen sense of aesthetics. Since nearly a century, Bertolucci creations have been led by a respect for work well done in perfect accordance with the desire to satisfy an ever more exacting clientele. They are as much a state of mind linked to the intelligence of a watch as an aesthetic object. For Bertolucci, which is located in Neuchâtel the birthplace of traditional watch making, the creation of its models is guided by know how and a sense of refinement in harmony with the times, and a devotion to the trends of the new millennium. Balance and beauty, restraint and elegance, strength and passion, such are Bertolucci's inescapable criteria.



Philosophy of Time by Bertolucci

*Time cannot be seen, nor can it be heard.
No more than it can be touched, no one has
ever felt it. Time in fact is suspended in mystery
beyond sensory perception. Nevertheless, the
portrayal of objective time is inscribed in a case
whether rectangular, oval or round known as a
watch. The perpetual movement of its
mechanism is a way of punctuating it.
And if the day, month and year are its base
units, measurable time evokes precision, elegance
and style. Such is the Bertolucci vision.*



313.50.41.8.1BM.000
Serena steel case set with diamonds,
mother of pearl dial,
Roman numerals,
varnished leather strap.

SERENA

*If beauty needs
to be expressed,
form is a mystery
that defies
all definition.*



313.50.41.2.1B0.700

*Serena steel case set with diamonds,
white dial, Roman numerals,
lizard on calf leather strap.*



313.50.41.2.1A0.511

*Serena steel case set with diamonds,
white dial, Arabic numerals,
crocodile on crocodile leather strap.*

*The latest
Bertolucci collection,
exclusively for
women.*

*Its curvaceous and
innovative lines, as
well as the care
given to detail,
harmoniously blend
into the spirit of
the brand.*

VIR

Time is a mirror,

it reflects things

and retains their essence.



093.55.41.6.120
Vir Ladies steel,
bezel set with diamonds,
mother of pearl dial,
3/4 Roman numerals.

*The classic Bertolucci
par excellence.
Sober and refined
Latin elegance
has been the signature
of this brand for more
than ten years.*



093.55.41.P.6.671
Vir Ladies steel polished,
bezel set with diamonds,
mother of pearl dial with
11 diamonds and date.

UOMO

Perpetual balance of form, material and function, its style endows this line with a strong and distinctive personality in which each element has its reason, in which each detail has its place.

854.51.41.10D
Uomo steel Chronograph,
COSC certified, black dial
crocodile leather strap.



The Bertolucci bracelet is the result of handwork combining talent, patience and precision. The form of the Bertolucci bracelet is unique and naturally blends with the architecture of the case, yielding a masculine yet elegant whole. For its stainless steel versions, Bertolucci has chosen to give the material brushed or polished finishes.

Exclusively for men, the Uomo collection concentrates on the essential with its strength and balance. The deployable clasp was specially conceived to reinforce the comfort and flexibility of the bracelet on the wrist.



884.55.41.P601
Uomo steel, COSC certified,
mother of pearl dial,
steel bracelet.



A large, stylized orange letter 'B' is centered on a teal background. The background features a bright sunburst or light flare effect in the upper right corner, creating a gradient from light yellow to teal. The letter 'B' is a bold, serif font with a slight shadow or outline. The entire image is framed by a spiral binding on the left side.



BERTOLUCCI

A destination. A transformation.

Distinctive, chic and exclusive.

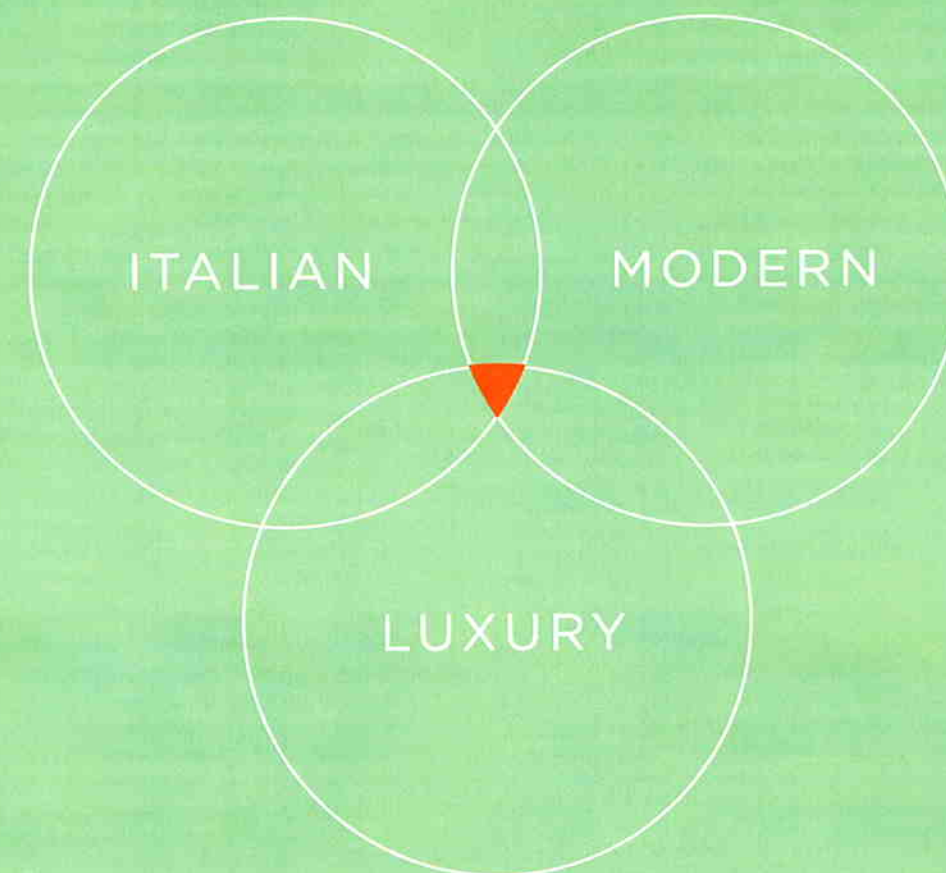
Blending modern, Italian luxury with tranquility and escape.

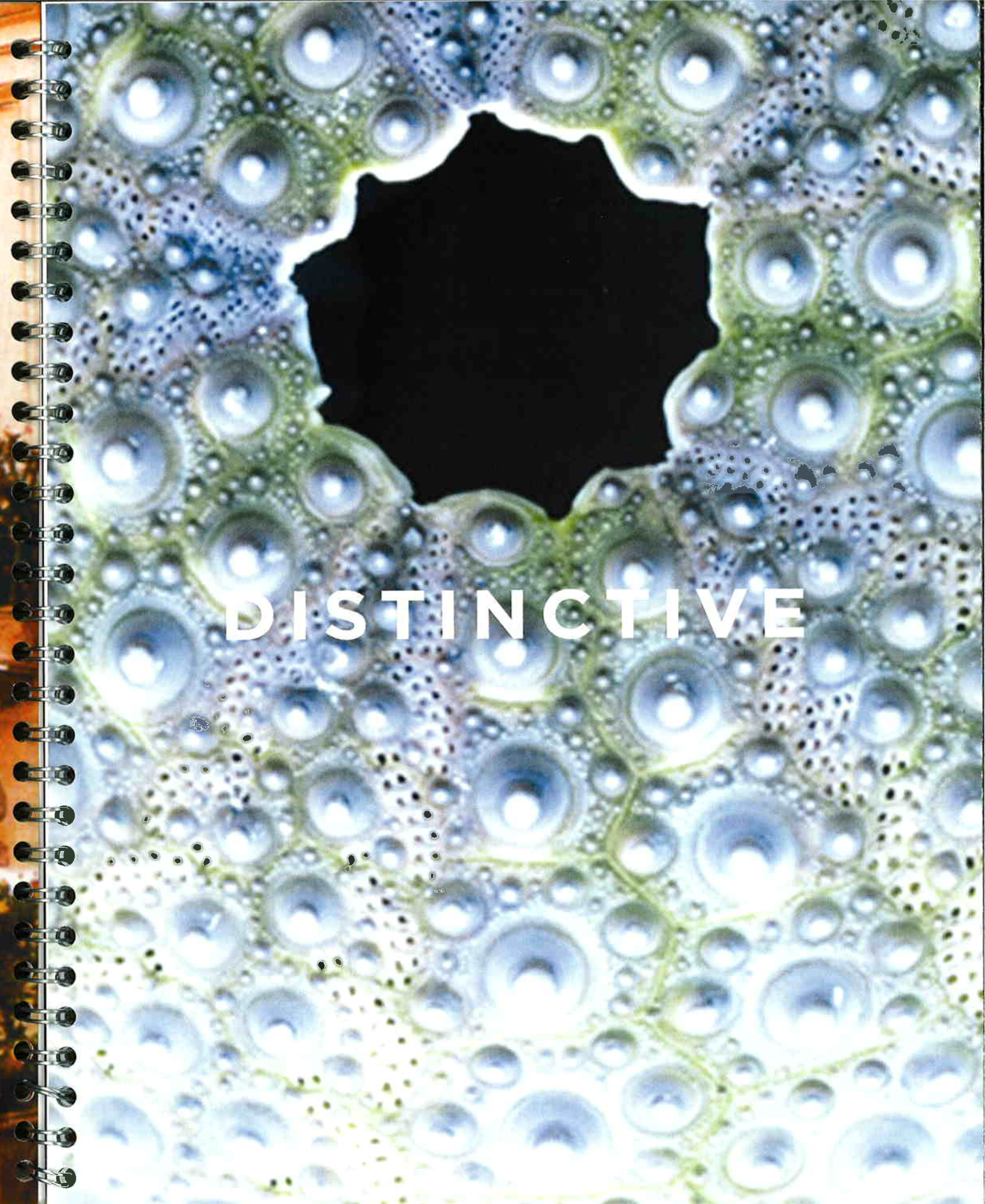
Indulge your senses.

Spend your time in a world apart.

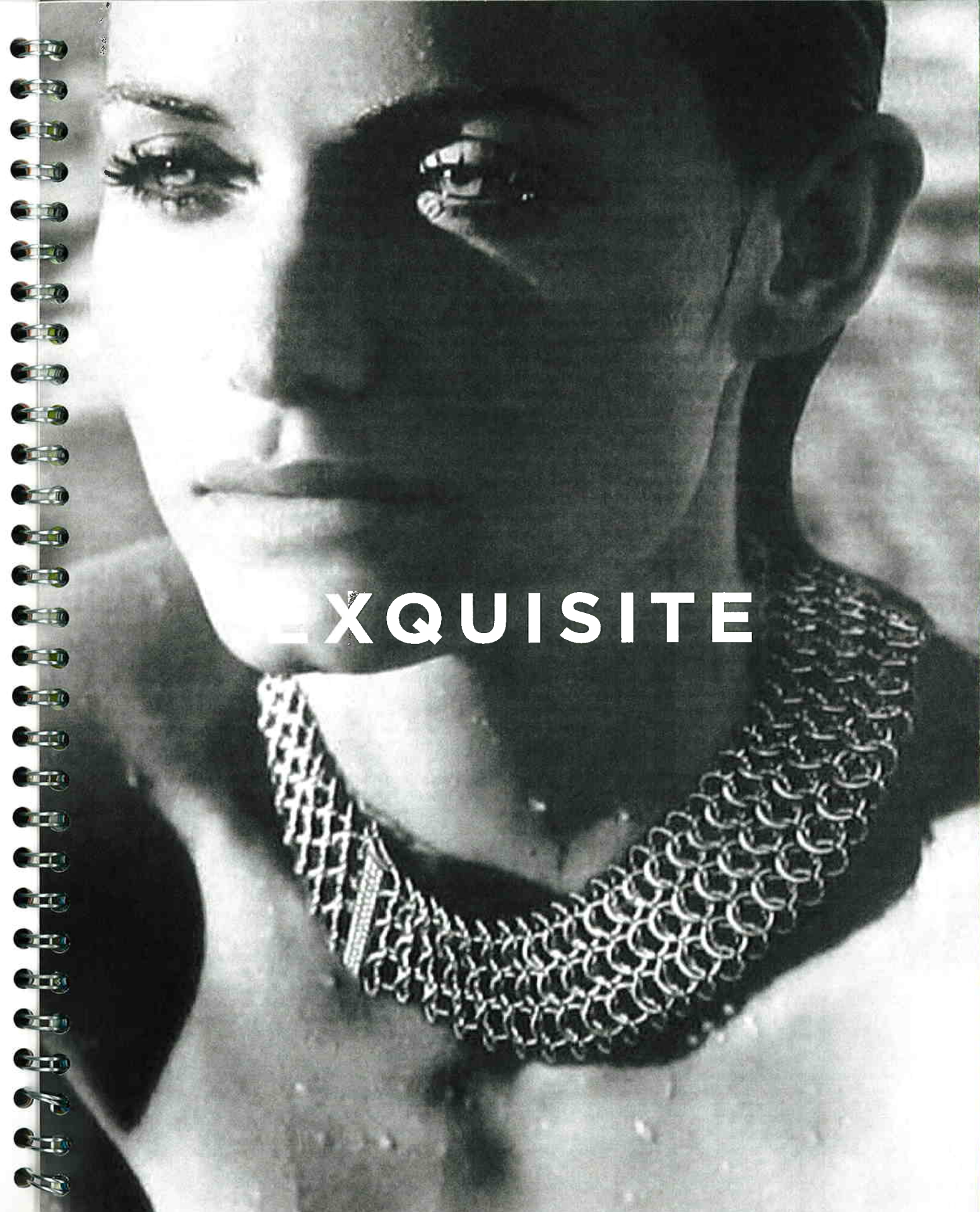
A spa by the deep blue sea that evokes precision, elegance and style.

A lifestyle brought to life.

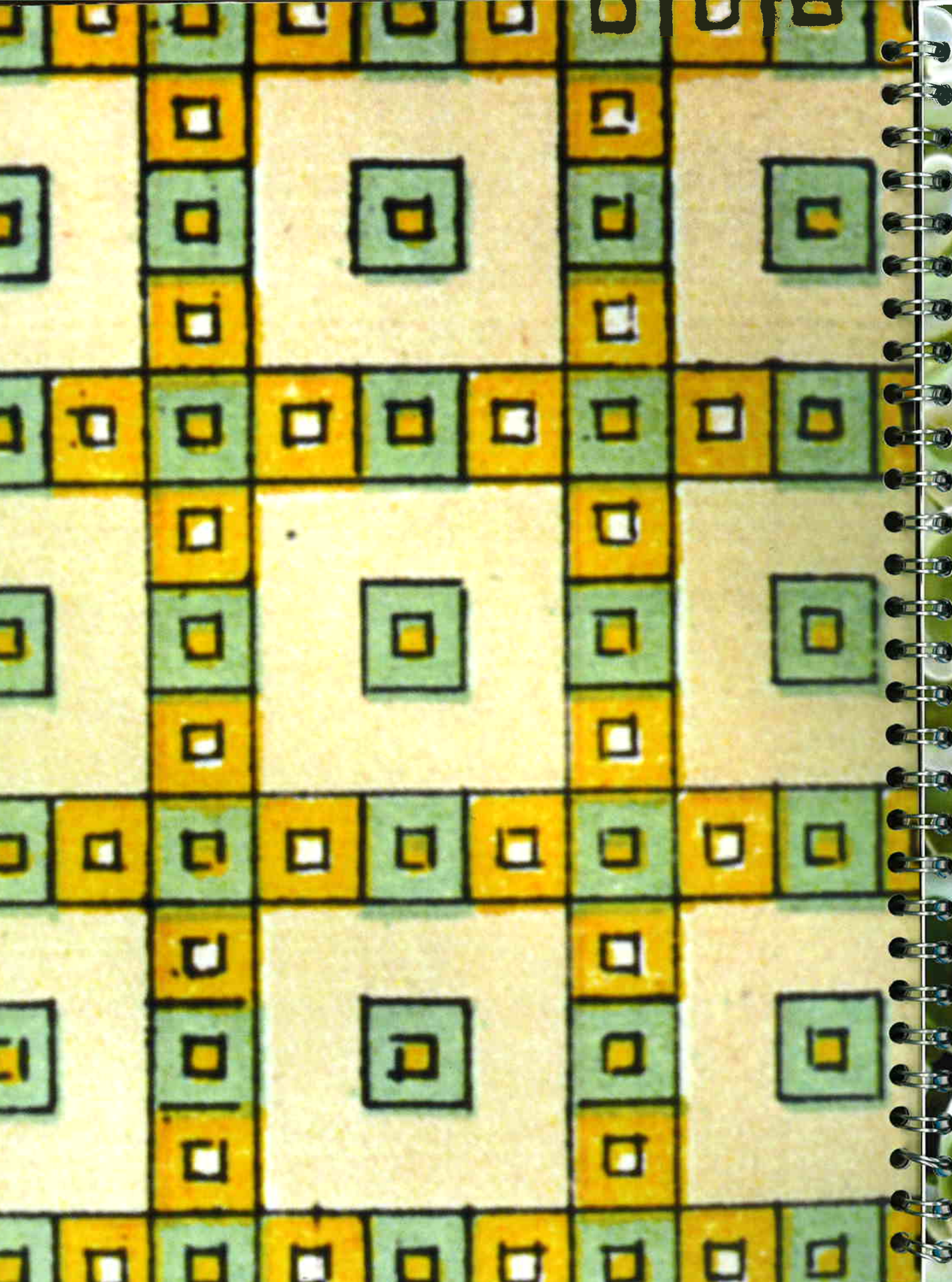




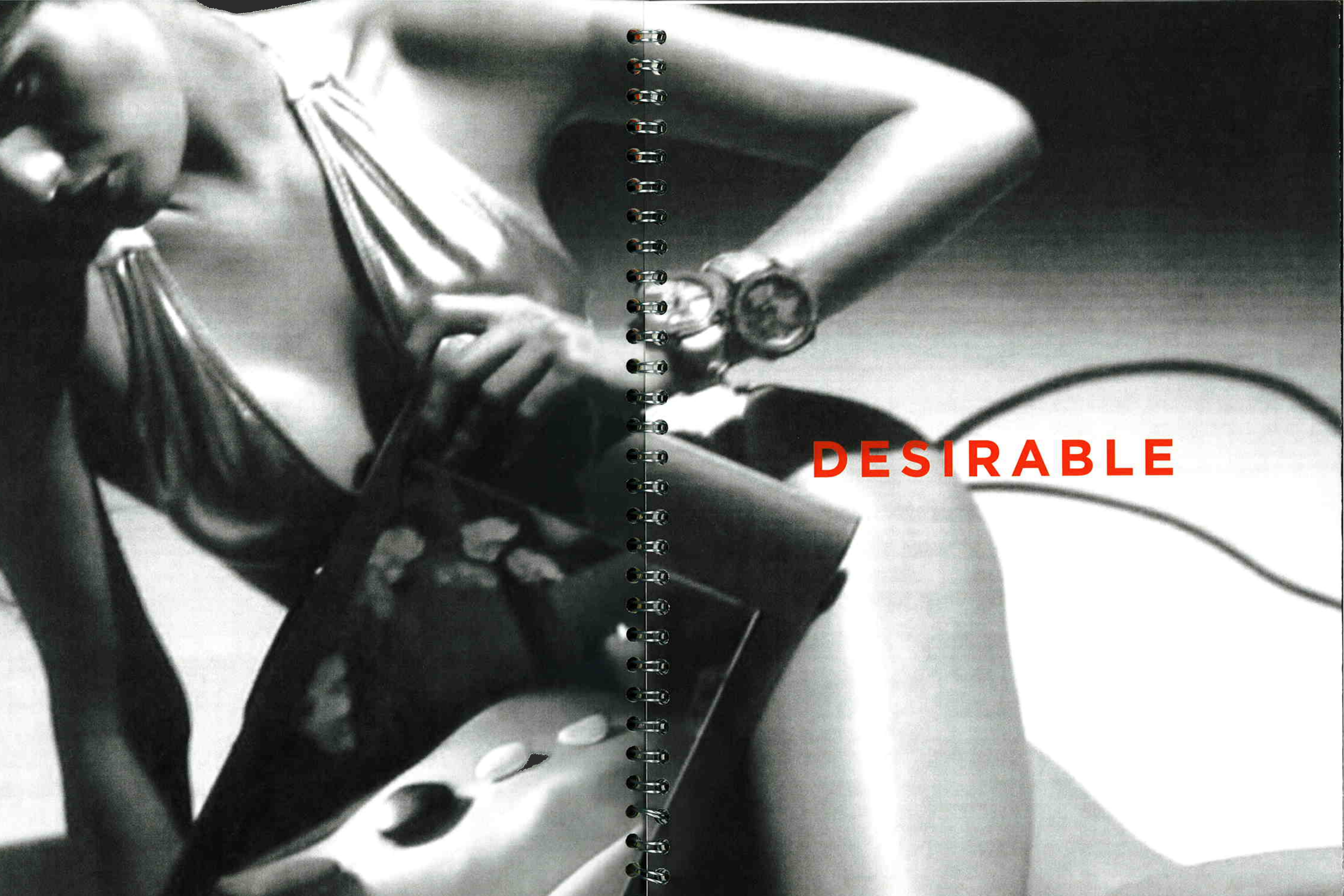
DISTINCTIVE



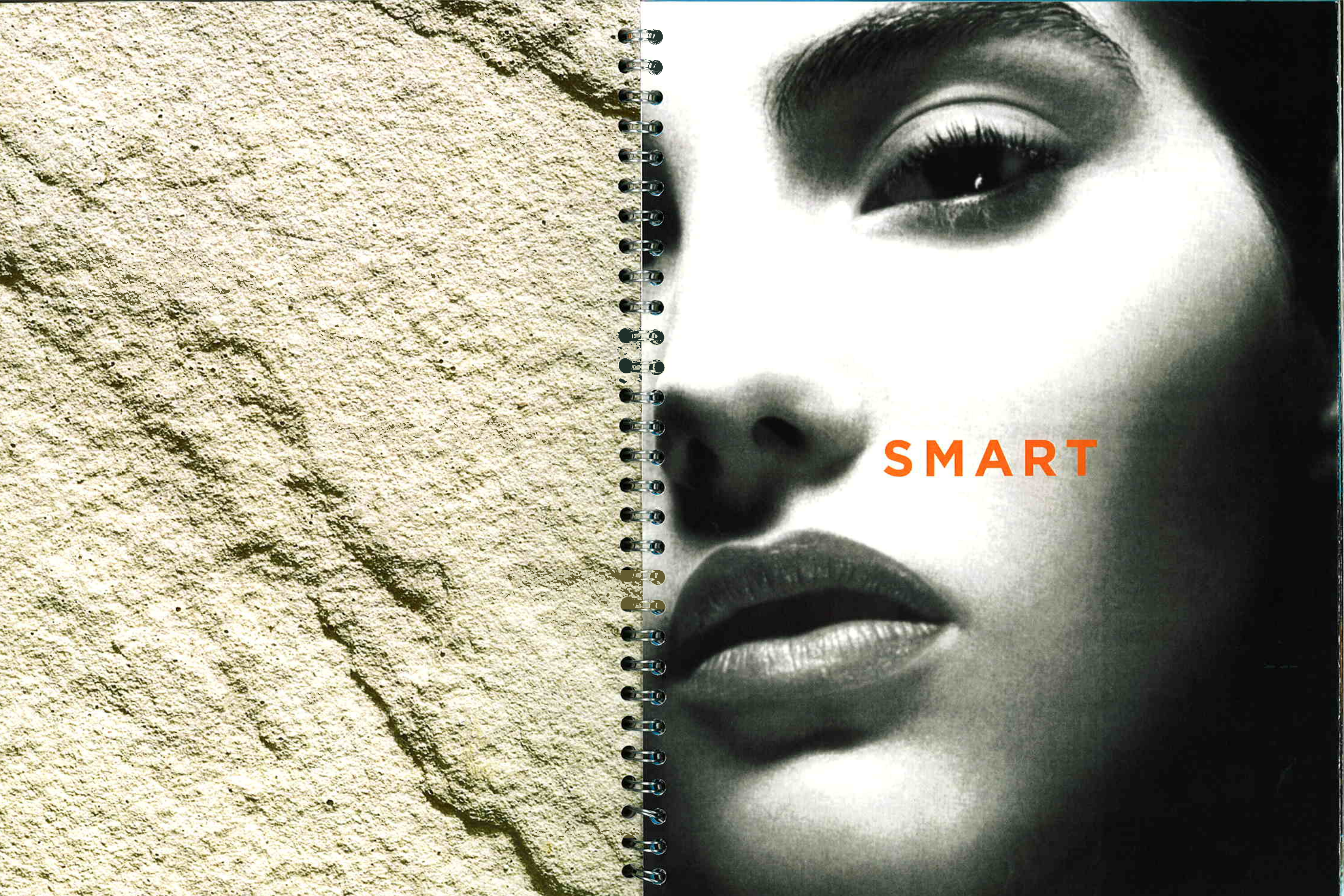
EXQUISITE



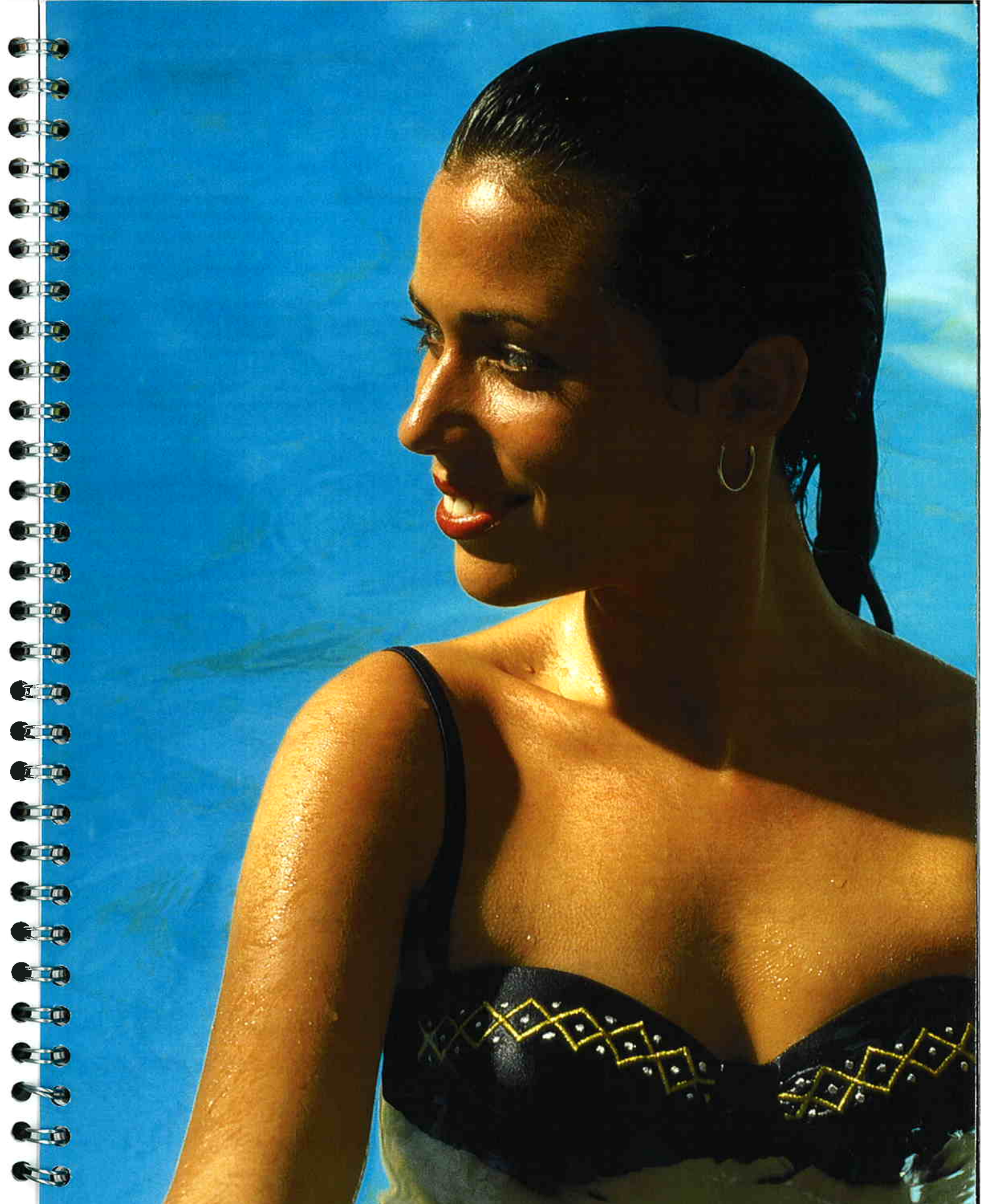
LUSH

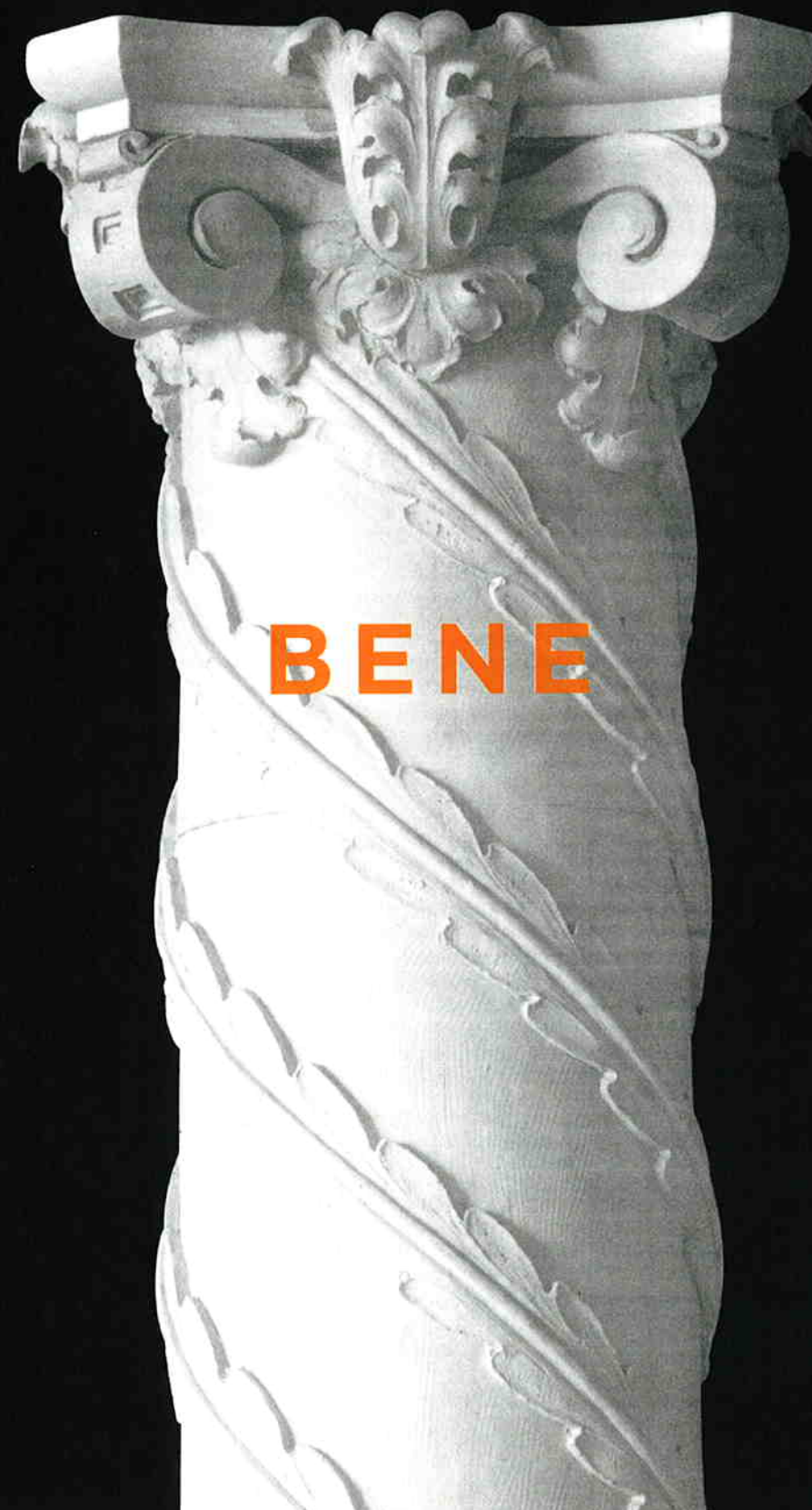


DESIRABLE



SMART







B
BERTOLUCCI
AZZURO MARE

BB
BERTOLUCCI
AZZURO MARE




BERTOLUCCI

DRY SKIN FORMULA





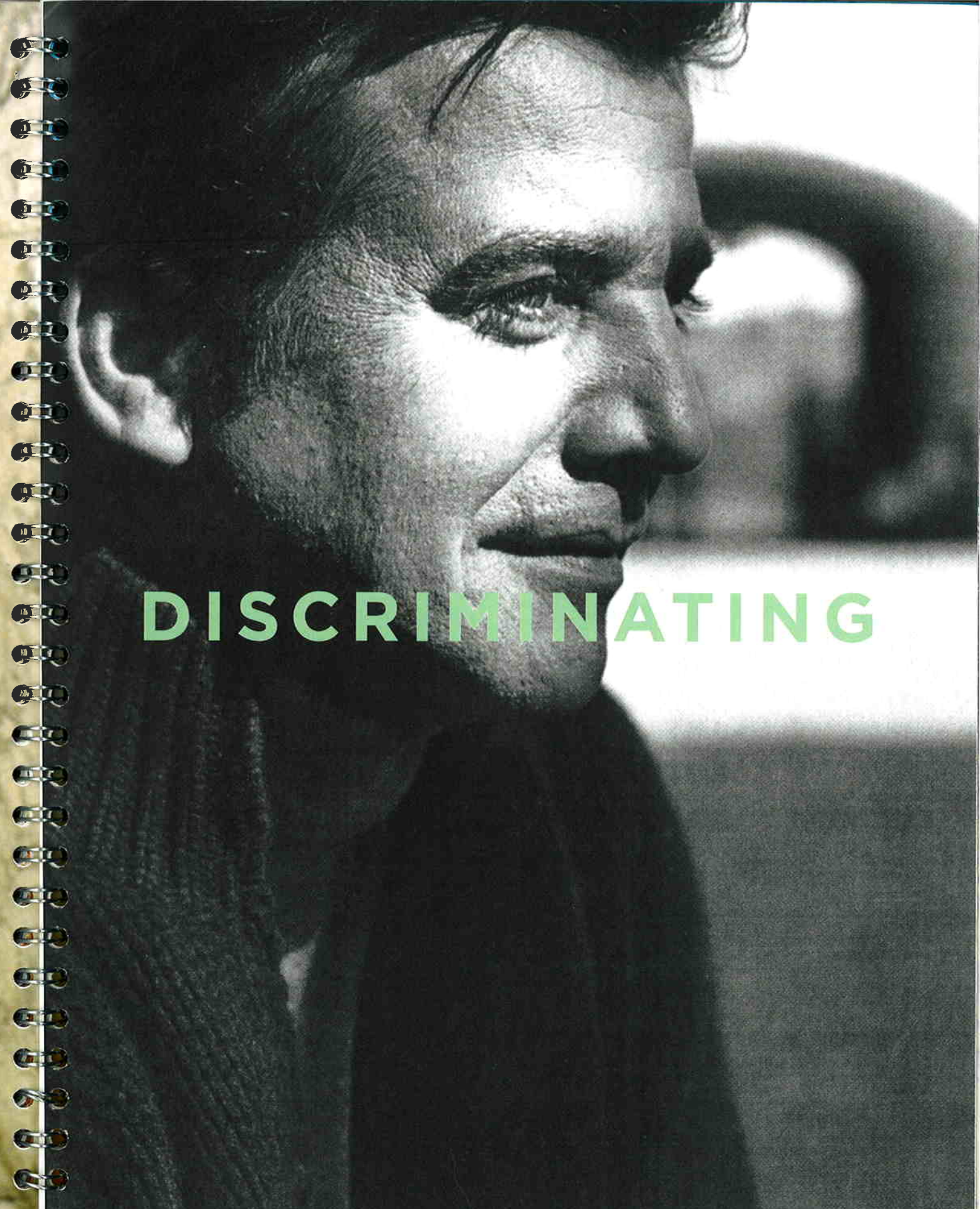


SERENITY

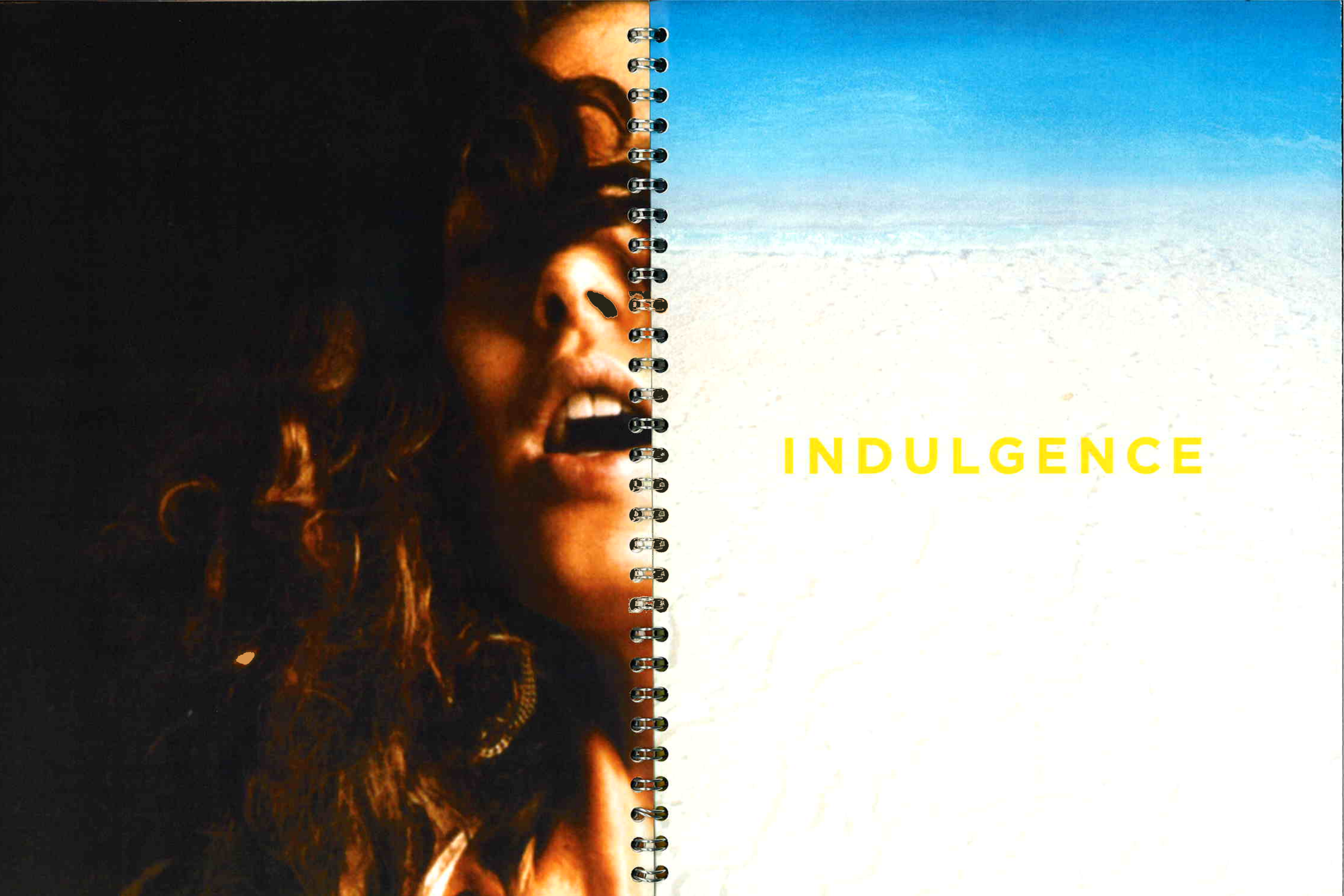




PASSION



DISCRIMINATING



INDULGENCE