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ROMA

## *Serpenti Seduction*

*Coiling with legend, the seductive serpent is wound tight with the history of humanity. Renowned for the ability to hypnotise its prey, this skill is attributed to no other animal – the snake is famous for an ability to seduce. Bulgari, master of the aesthetic, is known to possess this same power. By no coincidence, the Serpenti collection is one of the most beloved and alluring, to ever strike the world of jewellery.*



# *Eyes on Me*

In a tribute to its spirit animal, Bulgari introduces the new *Serpenti* jewellery collection, of a new design that ensnares the bold nature of the snake. Entirely reimagined into striking new shapes, *Serpenti* focuses on the power of the eyes in 2016. Shining in multi-faceted expressions of seduction, the precious rings, bracelets, and necklaces glorify the “hearts of the head” in jewelled designs that sparkle with desire. Indeed, the gemstone is uncannily similar to the eye: every jewel is as individual as every iris. Such inimitability implies a captivating appeal, as the hypnotic, almond-shaped eyes of a snake – or those of a beautiful woman – can hold a power as incomparable as it can be unconquerable. The temptation alluded to in a gaze may change the very course of history; every love story begins with that very first look.



# *The New Serpenti Collection*

Encircling fingers, coiling wrists, nibbling earlobes, and dangling as necklaces, the new *Serpenti* collection is as multifaceted as it is innovative. Celebrating the captivating qualities of a jewel – or of the eye – the new designs focus on the penetrating stare of the snake.

At the centrepiece of *Serpenti* design is the precious snakehead, inspired by the 1960s-70s Bulgari serpents that heralded this dangerous yet hypnotically beautiful element of the animal. In different interpretations – whether the head bites its tail as it encircles the finger or wrist, or dangles as a pendant for the first time ever for *Serpenti* design – the snakeheads may be sharp or round, flat or three-dimensional, minimalistic or sparkling with pavé diamond. No head is alike but all are indicative of the Bulgari distinction. In keeping, each creation watches with singularly gorgeous gemstone eyes, witness to the masterful expertise of the Roman jeweller.

Further adopted from the 1960s-70s era, when design distinction was king, is *Serpenti's* magnificent use of the hexagonal scale pattern, a sort of modernised *leitmotif*. This motif's true design element has been able to lend a heralded versatility to its artisanal patterns. Imitating the natural beauty of a snake's scales, the spellbinding effect is created of precious jewels and metals, and interpreted in countless ways: repeating in diamonds for a full pavé bracelet; carved into the scales of a pink gold ring; in a net design to lightly encircle pavé diamonds around the wrist; or as the precious angular markings atop the snakehead.

The distinctive design is flexible in its adaptable design, rendering it wearable from day into night. To wit, this idea of modular jewellery was first invented by Bulgari in the 1980s, quickly becoming a hallmark of the Roman jeweller's style. Lending a versatility to the modern woman, such creations expanded the concept of how and where jewellery may be worn. Since, modular jewellery has become an accessory staple to the stylish modern woman, for its versatility, contemporary appeal, and bold elegance.



*Serpenti creations range from charming pink gold pendants with snakehead amethyst eyes, to seductively full pavé diamonds encrusting a white gold bracelet, with precious emerald eyes. No matter how the Serpenti stares, the snake is at the head of design innovation, for a new Bulgari collection that is resplendent with seduction.*

# *Serpenti Queen*

At the apex of this powerful attraction is the *Serpenti* High Jewellery necklace, reigning over the collection like a queen of the Nile. Of perfect diamonds and rare emeralds, the snake's tactile body encircles the neck and culminates in a dazzling snakehead centrepiece. From its deep green stare, the piece hisses with gemstone preciousness, and slithers with alternating diamond and emerald scales. As the snakehead is both the dangerous and the hypnotic element of the animal, it prevails from the centre of the High Jewellery design. Dangling into the décolleté, the larger-than-life snakehead watches all from its precious placement, gazing with hypnotic, resplendent emeralds. Swaying with the movement of the woman who wears it, the seductress and snakehead become one, as they watch and move, across the night.

# *Hypnotic Hold*

Legends herald the hypnotic capacities of the serpent's eyes: it appears they can almost transfix prey before a strike. The slithering snake, gaze unmoving, glides closer and closer while its target is seemingly paralysed with awe. There can be no scientific explanation behind this phenomenon, only hypotheses. In fact, there is no way to prove what really occurs in a prey's last moments, under the seductive stare of the serpent – held by a gaze that will not let go.

Much comparison has been made of this same hypnotic power belonging to a woman – she achieves an objective with just a look. Her powerful magnetism, connoted and mesmerizing, asserts herself upon her prey. She sees what she wants, she tells him with her eyes. Gliding towards him, her gaze unmoving, she has a hold, a power conveyed through the shapely mirrors of her soul. He freezes, he forgets everything else, he sees only her. And he becomes hers.





# *Legends of Seduction*

The legends of the ages tell the same tale of seduction, again and again, in different renditions. Throughout history and mythology, the powerful gaze holds a prominent theme. Medusa's potent stare would turn onlookers to stone; even in death, she carried this puissance in her eyes, and it was used as a weapon. Over the centuries, her reputation became so notorious that her image was often depicted for protective purposes onto the construction of buildings. Ancient Egypt's Renenūtet, goddess of the harvest, was artistically depicted as a cobra. With her formidable stare she was able to slaughter her enemies. A similar capacity was attributed to the notorious basilisk reptile, so effective in its fatal glance that it has been referred to in the writings of the Bible, Shakespeare, even modern day *Harry Potter* books. The gaze implicitly holds a power, one conveyed by eyes alone, and capable of instilling the most fantastic of emotions.

In its potency, the gaze can lead to calamity, to folly, or to passion. In Greek mythology, Europa's captivating beauty spurred godly Zeus to transform himself into a gentle bull, tricking her in order to carry her off to marriage. The most famous of Bible stories recounts the serpent's seduction, as the beast charmed Eve, who in turn convinced Adam, into eating of the forbidden fruit. Yet no story of temptation is likely more retold than that of Cleopatra, the reigning queen of seduction. Through her clever cunning, her persistence, and her magnetism, she seduced two of the most prominent leaders of the time, securing her own historic prowess. The story of her first meeting with Caesar involved her being smuggled inside a rolled up carpet, and then unfurled at his feet. As Cleopatra raised her eyes to meet his, he was instantly seduced by her magnetic gaze. Nine months later, their son was born, as was her extraordinary reign over the empire.



# *Starry Obsessions*

The feminine seduction remains a constant verity, from ancient days to the icons of today. Certain divas are heralded for the special nature of their regard, the magnetism they can convey through eyes alone. From the glamorous power of Sophia Loren's cat-eye gaze, the hypnotism of Elizabeth Taylor's famed violet baby blues, to the twinkle of spice in Carla Bruni-Sarkozy's sexy stare, contemporary seduction has been alive and well. Bette Davis, and her larger-than-life persona, was known for a magnetic charisma, brash one-liners, and those hypnotic, enormous *Bette Davis Eyes*. The 1981 hit song was written about her gaze, warning *She'll tease you, she'll unease you, and even She'll expose you*, a lyrical attempt to capture the seductive power of a diva's look. Gina Lollobrigida, called the most beautiful woman in the world, arrested the world and a lifetime of lovers with her spellbinding beauty and feministic approach to her own happiness. It is likely this very confidence that was conveyed in the alluring arch of her perfect-eyebrow stare. Monica Vitti was often described as an actress of the gaze, one that she was able to master as both subject and object for the camera. Her powerful sensuality was captured in the iconic films of Antonioni, moving-picture proof of the power of the regard.

# *Storybook Temptations*

Beyond the legendary status seduction enjoys, the literary world is rich with the tales of desire. From Brontë to Austen to Fitzgerald to Fielding, the pull of attraction has turned the pages of our most desirous hopes and literary dreams. In 2003, Robert Greene's *The Art of Seduction* attempted to quantify and explain the process, becoming an international bestseller. Detailing such topics as how to create suspense and temptation, entering the spirit of your target, or mastering the art of insinuation, the author attempts to categorise what comes naturally to the hypnotic seductress, in her undeniable allure.

Bulgari has attempted its own interpretation of the phases of female seduction, representing them its 2016 *Serpenti* collection. Capturing the hues of desire with its gemstone masterpieces, Bulgari designs with the unforgettable MAGNETISM of that first glance, the powerful ATTRACTION shared in that first moment, the undeniable TEMPTATION of a woman's sensuality, the eternal DESIRE begun in a heartbeat, and the rich OBSESSION that will define her man forevermore.



# *Eye of the Beholder*

Like a jewel, no one eye is alike another. In a beautiful twist of science, the iris of the eye is completely singular, with its own genetic makeup of lines, dots, colours. Science on the eye is a field that only grows, as the individuality of every iris's makeup has been proven to be as incomparable and maybe even more reliable than fingerprinting. Eyes may be used as an exclusive form of identification, and the reassuring security of eye-scanning is already a practice becoming more commonplace across the world. The eye is indeed the veritable window to the soul, as scientists are even able to link the particular crypts and furrows of the iris to a person's personality traits – as it is directly connected to the brain's frontal lobe. Iris biometrics is a fascinating field, identifying a person almost instantaneously and infallibly, and proving that no eye is alike another. Meanwhile, the study is not new: iridology dates back to the age of the ancients, documented in stone inscriptions, ceramic artefacts and even the writings of Hippocrates.

There actually is no eye for an eye, as its very individuality is only matched by the singular nature of a gemstone. Each jewel's colour, and the nature and shape of its inclusions or minerals, reveal its source, its history, and its inimitable character. No gem is identical to another: gemstones are the veritable "fingerprints of nature." Further still, every gemstone is historically associated with myths, powers and magic that renders them unique little miracles, that reveal their personality. Said to be energising, said to even to seem "alive," gems are the coloured eyes of Mother Nature herself. Bulgari sees the beauty in this uncanny truth, as it highlights, enhances and heralds the beauty of gemstones into the hypnotic eyes of *Serpenti*.



# *The Evolution of a Sign*

The serpent is a sensual symbol that dates back to ancient Greek and Roman mythology. Representing wisdom, vitality, and the circle of life, the sinewy snake has transcended 2700 years of Roman history to become a graceful motif of strength. The history of civilization is intertwined with this emblem – in ancient Greece, two coiling snakes depicted the god of medicine, still a medical symbol used today. Dating back millennia, to the times of Caesar and Cleopatra, snakes held close association with the Egyptian pharaoh, the magnetic serpent of the Nile. The royal jewels and divine powers worn by Cleopatra, a reputed beauty and clever leader, revered the sinuous snake.

In 1963, during the shooting of the epic film of her same name, lead actress Elizabeth Taylor was found seductively coiled with Bulgari serpent jewellery in many scenes off camera. Taylor's depiction of Cleopatra and her lifelong love of Bulgari's *Serpenti* catalysed a bejewelled snake craze that is still somewhat her renown. The serpent motif reigns equally as mythical in current day, in Bulgari's *Serpenti* collection.

Inspired by its Greco-Roman heritage, Bulgari began to design using the serpent motif in the 1940s, innovating an exquisite watch to coil around the wrist, while keeping time in its head. At this time, *Serpenti* was more stylised, the snake was less of an animal and more of a jewel. The bracelet-watch became a fixture piece in high society, the precious marking of a seductress, who kept the time to herself.

For decades, Bulgari's *Serpenti* has ingeniously employed *tubogas* for its linked body, the sleek technique coupling exquisite goldsmithing with the suppleness of the collection. As a labour-intensive form of metalworking, *tubogas* was named for its resemblance to the 1920s Italian car's gas pipe. Its spiralled appearance is produced entirely without soldering and today its versatile, rounded contours form one of Bulgari's trademarks. The 1940s snake became the first of the *Serpenti* collection and with ceaseless Bulgari innovation, it has birthed infinitely more.

1960s *Serpenti* was reinterpreted into more zoomorphic versions of itself, as the spirit animal of Bulgari preciously slithered up female collarbones and wrists. Scales were recreated with the help of gemstones, enamel, or onyx to bring a realistic glint to the fantastic collection, and celebrate the connection between seductress and snake.

Avant-garde artisanal techniques are a feature of the innovative collection, such as the repeated *leitmotif* of the snake's hexagonal scales that render it as marvellous as Mother Nature intended. The design elements of the iconic line ensnare it into its own essence, as *Serpenti* has always bridged Bulgari heritage with an unmistakably modern design. The timeless icon of Bulgari glamour, *Serpenti* lives eternal, as the emblem of seduction.

Modern day *Serpenti* has coiled itself into countless renditions, so every woman may find her personalised spirit animal within an exquisite jewellery collection. Encircling *tubogas* or *leitmotif* techniques, coiling various levels of preciousness, or entwining goldsmithing with gemstone design, no Bulgari snake is like another, rendering it into a veritable icon of distinction. Scaled with Bulgari glamour, *Serpenti* will continue to live eternal, the emblem of seduction.





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