

# BVLGARI ROMA

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.



## BVLGARI HISTORY

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 homeland, Bulgari engraved the original Latin "V" epigraphy of its name above the prestigious Via dei Condotti store in 1934, inspiring the BVLGARI logo. To preserve its history, Bulgari built magnificent DOMVS atop its flagship store in 2014, as a gallery to house the

Bulgari Heritage Collection's treasures. On its storefront floor shines Bulgari's iconic eight-pointed star, recalling the historic shapes of the Pantheon's marble ground. Through its design and over time, the Bulgari name has become synonymous with symbolic storytelling, brilliant colour, and peerless craftsmanship - for more than 130 years.



## CRAFTSMANSHIP

Intricate and striking, Bulgari jewels are highly recognisable. Renowned for its love of colour, Bulgari design is equally known for audacity: uncommon jewel cuts, innovative artisanal techniques, juxtaposed and unusual materials. Bulgari's voluminous designs and singular coloured gems are consistently daring, bold, magnificent.

From the trained eye of a gemmologist to the skilled hand of the goldsmith, Bulgari artisans devote months, or even years, to expertly construct each piece of wearable perfection. Meticulous craftsmen produce gem cuts of exception, defining the very soul of Bulgari design. The luminous roundness of the cabochon gem cut has become one of the Maison's most identifiable

signatures, conveying a sense of volume and luminosity. Bulgari's ancient mogul or takhti cut allows an egg-shaped luminescence that can be risky to achieve, but with a smoothly dramatic result. These hallmarks, along with the carved fan-shape of DIVAS' DREAM stones, glorify precious gems into sensational shapes, becoming Bulgari's masterpieces.

Beyond its ability to unearth unusual gemstones, Bulgari is known for the uncanny skill of aesthetic assembly, juxtaposing colours, metals and textures that give rise to its distinctive and colourful style. Known for masterful goldsmithing, Bulgari has produced distinctive tubogas creations; the labour-intensive technique produces a flexible metal band without soldering, and is found gracefully spiralled in Serpenti and B.zero1 collections. Also remarkable, 1980s-invented Parentesi and modern day Serpenti entwine the idea of “modular jewellery,” as they lend a versatility to the modern woman that expands the concept of how and where jewellery may be worn.

For over 130 years, Bulgari has been the Italian Maison of innovation, characterised by unmistakable designs, a love of gemstone research, and a striking use of colour and volume. Daring to defy the norm, Bulgari began the first High Jewellery colour revolution; today it innovates anew by combining steel, leather, silk, and ceramic with its metalwork and gemstones. Bulgari infuses jewellery with the passion of Italian design, into gemstone rainbows of colour.



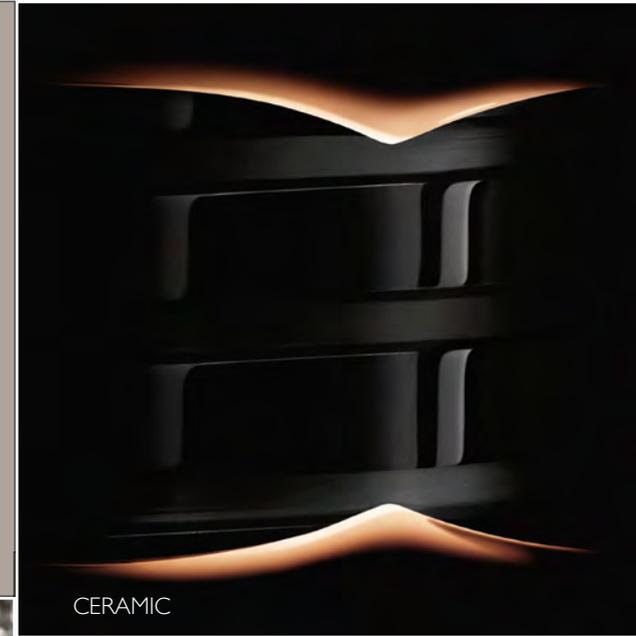


"FAN SHAPE"



CABOCHON

# INNOVATIVE MATERIALS



CERAMIC

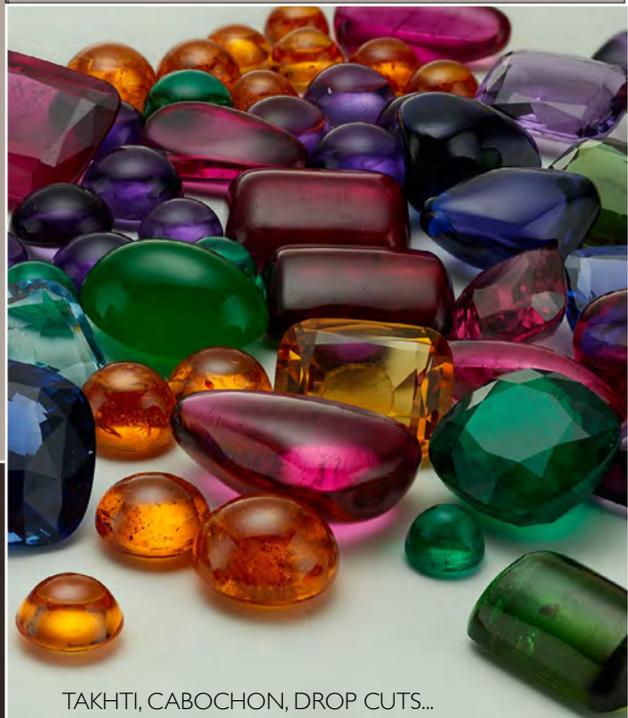
# EXCLUSIVE CUTS

# COLOR AS A DESIGN FEATURE

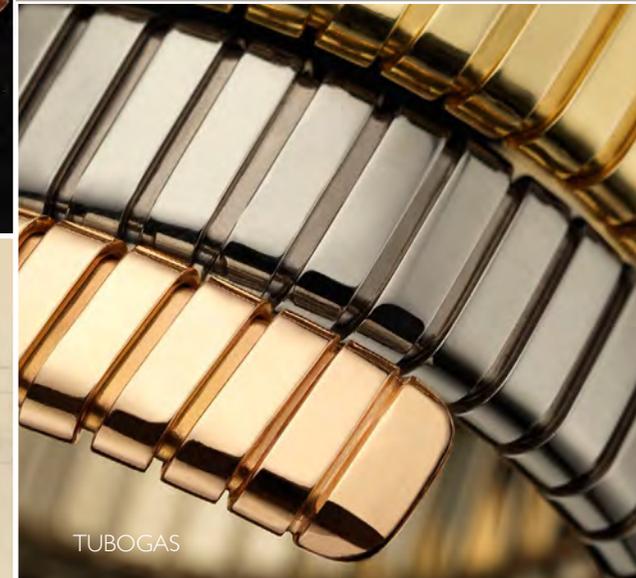


MODULAR JEWELRY

# TECHNICAL PRODIGE



TAKHTI, CABOCHON, DROP CUTS...



TUBOGAS



## COLOR EXTRAVAGANZA

Bulgari has been blazing its own trail since the 1950s, when it began the coloured gemstone revolution. Deviating from the traditionally Parisian, diamond-based school of jewellery, Bulgari's Italian style has explored audacious gem juxtapositions ever since. Pairing precious gems with semi-precious, creating jewels from an aesthetic, tactile standpoint above all, Bulgari has shattered tradition, leaving brilliant, vivid creations in its wake. The master of gemstones continues to explore the spectrum with every piece it realises, expressing its Italian passion for life. Sometimes a piece's colours are so

striking they first appear to contrast yet hypnotic magnetism draws the viewer in; the jewel is instantly recognisable as Bulgari. With an innate passion for design, Bulgari combs the world to find exquisite, unusual gemstones, upholding their rare allure above their intrinsic value: beauty before all. The whole inspiration for a masterpiece often begins with the remarkable nature of a gemstone – the precious heart of a Bulgari creation – and comes to life with a dash of Bulgari folie.





## LE MAGNIFICHE

Striking, bold, extraordinary: Bulgari's style is magnifico. The Italian word for "magnificent," Le Magnifiche are Bulgari's most precious, most timeless High Jewellery pieces – those that seem almost dropped from a fairy tale. Inspired by the princesses of lore, Bulgari gems are of a similar calibre, and it is their ability to carry on the legend of beauty that must be told. Bulgari is known for exalting unusual gemstones, of producing pieces so inimitable that their value becomes inestimable. For such jewelled occasions, the protagonist gem becomes the princess in the story, the design forms

the plot of her journey, and the stones accompanying our heroine are there to enhance her beauty: all hail the royal gem. Rare, alluring, and each perfectly unique, diamonds, emeralds, rubies and sapphires are the most coveted gemstones in the world, their intense hues rich with legend. Selected, cut, and set using the strictest international standards of precision and quality, Bulgari's mastery with these gems is characterized by a timeless aesthetic that is bold, refined, magnificent.







## GIARDINI ITALIANI AND FIORE INGENUO

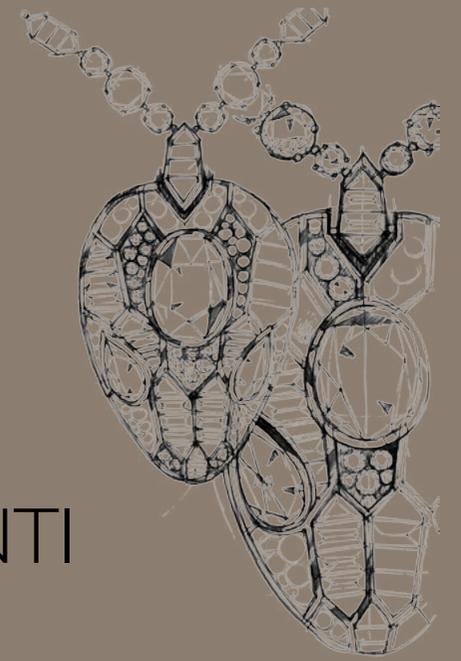
From the miraculous Earth is borne the brilliance of a gemstone, the pinks of the sky, the blues of the sea. The bounty of nature has ever been an inspiration for Bulgari, holding an especial love for the wonders of the Mediterranean. Designing with the turquoise of its waves, the emerald green of its rolling coastline, the yellow-orange of a Citrine sun, Bulgari honours the natural essence of its homeland through its High Jewellery creations. In Giardini Italiani, Bulgari sculpted a lush Italian garden to bloom with luxuriant flower gems, celebrating nature's rich marvel and myth. Inspired by

Renaissance art, Giardini Italiani lines the geometries of hedges with the curves of flowerbeds, bringing gemstone life to the garden. In Fiore Ingenuo, Bulgari honours the simple essence of the single flower; susceptible to the elements yet graceful and proud. In a tribute to wildflowers, delicate and sentimental, Fiore Ingenuo assembles the preciousness of gemstone petals onto the flower of magnificent design.









## SERPENTI

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 has charmed exotic beauties from Cleopatra to the Bulgari woman. Inspired by its 2700 years of Roman heritage, Bulgari's first Serpenti was created in the 1940s – a snake watch to encircle the wrist, and keep time in its jewelled head. Ingeniously employing the tubogas technique for its linked body, Serpenti has been rebirthed in yearly reinterpretations of itself, a continual renewal of its precious

serpentine skin. Bulgari is known for revering its Roman history, culture and tradition – as these are constant sources of creative nourishment for the brand – Serpenti coils the Bulgari heritage within its design modernity. Whether in a realistic or geometrically abstract manner, Serpenti intertwines each Bulgari hallmark together: a flexible wearability, a juxtaposition of materials, avant-garde techniques, and the eternal charm of colour.

























## DIVAS' DREAM



Embodying the ultimate in Italian femininity, the DIVAS' DREAM collection is a reverie of a diva's glamour, her drama – and the timeless beauty that makes her unforgettable. Bulgari has been inseparable from the world's most exquisite women since the Dolce Vita era of Italy, having starred in more than 40 films and on countless red carpets, ever inspired by the fantasy of female allure. Immortalising the iconic women of our time, DIVAS' DREAM jewels are a dreamy tribute to the charisma of women. The collection's signature emblem is carved with sensuality, recalling

the mosaic fan-shapes that tile the Roman Baths of Caracalla (216 AD). Arching into a contemporary myriad of colours and styles, the everyday spirit of the DIVAS' DREAM collection is emboldened by the glamour of its dazzling pieces. 2016 envisions a new interpretation to the DIVAS' DREAM signature, capturing the confidence of female refinement, and the elegance of womanly pride.



A sketch of a plant with several blue flowers. A large pink rectangular box is overlaid on the center of the image, containing the text "da sostituire con foto bracciali diva HJ".

da sostituire con foto bracciali diva HJ











sostituire i 2 pendenti  
con i contributi scattati  
ad hoc da barrella





aggiungere fondo carta  
(lo scatto fa parte del  
catalogo gioielli 2015)



bozzetto  
da disegnare



# MVSA

Greek mythology recounts the tale of 9 muses, goddess sisters who inspired all of literature, science, the arts, and music. Echoing the eternity of this legend, the MVSA collection is a tribute to Bulgari's own muses: the gemstones. The Italian jeweller has immortalised the daughters of the gods with bright gemstone combinations that simply sing with colour. Uncommon stones of exceptional shapes and volumes form the foundation of MVSA designs, capturing light with voluptuous forms, in a magnificent play of contours. MVSA features the ancient takhti cut, recalling the Indian

dome rooftops of legendary Maharaja palaces, reinterpreted and halved by Bulgari artisans to reveal the curves, the sensuality, and the brightness of MVSA gems. With daring colour combinations in distinctive designs, Bulgari's dramatic MVSA dotes on the beautiful daughters of creativity.



eliminare  
questa collana dallo  
scatto



vurare colore  
pietra in ametista

prendere anello da scatto catalogo 2015 e inserirlo in un fondo degli scatti ambientati (valutare se utilizzare un fondo dei nuovi o del vecchio cat orologi)

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bozzetto da disegnare



## MONETE

*"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

Reaching back through the centuries of time, Bulgari honours antiquity with Monete. Revering the artistic coins of yore, Bulgari contrasts them with the brilliance of its modern style. Like rare and precious gems of inestimable historical value, ancient Greek, Roman and Persian coins find life again as necklaces, bracelets, rings. The practice of mounting coins in jewellery dates back to the 7th century BC, adopted by Bulgari in the 1930s. A playful contrast of past and present, of timeworn coins and modern

metals, of ancient inscriptions and avant-garde goldsmithing, gleams today in this signature Bulgari collection. The Roman jeweller has modernised antiquity – an uncommon practice – entrusted only to the most reverent of masters.







bozzetto  
da disegnare



focus segno pa-  
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## PARENTESI

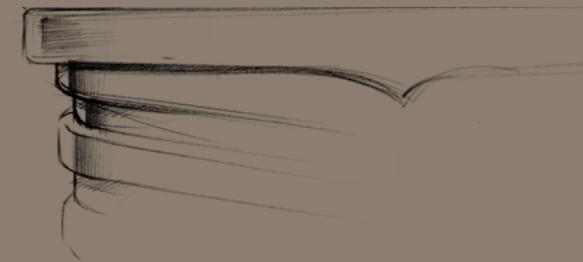
From the eternity of Rome's architecture was born the design of Parentesi, the interlocking metal components of Bulgari's modular jewels. Their shape inspired by the travertine stones paving Roman roads, the Parentesi pattern has today become a jewellery staple for the modern woman. Cresting on the 1980s wave of female industriousness, Bulgari was inspired to create Parentesi to offer day-night versatility for a woman's style. Architecturally magnificent in its metalwork, Parentesi found a ready niche, quickly becoming one of the most imitated designs in history. The

original could never be replicated, but is today reinterpreted in Bulgari's Parentesi Hamata. Encompassing the glamour of Parentesi with the powerful inspiration of antique "cuirass" – the core of a Roman knight's armour – it honours the strength of women today. The heroines of the modern era are today's women warriors, deserving of both protection and recognition. Linked with the lustre of "Lorica Hamata" rings, Parentesi Hamata symbolises a striking yet simple concept: strong are the powers of woman.









## B.ZERO 1

The clock struck a new millennium, and the world welcomed a spiralled new Bulgari creation. This B.zero 1 ring celebrated eternity and modernity, its design echoing of the grandeur of Rome's Colosseum. It's said its name combines the "B" of Bulgari, the "zero" of a spiral's infinite beginnings, and the "1" of being the first jewel commissioned in this millennium. Bulgari design had initially had three prototypes to choose from. The first ring, labelled 'B.01', became an immediate sensation with inner spirals, perfect geometries, and a single-gold sheen. The obvious perfect choice,

the collection was named after this ring's label, B.zero 1. But the two other prototypes, though less traditional, had never been forgotten: magnificently Bulgari in their design. In 2016, they are brought to light, unconventional yet brilliant. Bulgari introduces the beautiful B.zero 1 Perfect Mistake ring, combining different shades of gold rather than the uniform colour first envisioned. The third prototype, B.zero 1 Bangles, stretched the idea of metalworking to the limit – as Bulgari goldsmiths had stretched the ring's design into a delicate, sexy bangle bracelet.











bozzetto  
da disegnare:  
sautoire BB

## BVLGARI BVLGARI

Growing from the Roman roots of the brand into an elegant fusion of culture and modernity, the BVLGARI BVLGARI collection embodies the distinctive spirit of its namesake. First appearing on a watch face symmetrically engraved in double, the trademark BVLGARI BVLGARI logo had initially been inspired by the inscriptions on ancient coins. Today, the iconic emblem encircles itself on every one of the collection's creations, evolving into various interpretations with every year. Framing hard gemstones, the emblem lends a touch of glamour; shining in solid gold or ceramic, it flashes with

a smile of chic; adorning heart-shaped jewels, the logo inscribes the romance of BVLGARI BVLGARI Cuore. While the entire BVLGARI BVLGARI collection gleams with many facets, its individual innovations incarnate a piece of luxury, as they shine with the audacity of Italian design.



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ad hoc da barrella di que-  
sto bracciale con pasticche  
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## BVLGARI AND SAVE THE CHILDREN

Today's inequalities in education are tomorrow's inequalities in life. Recognising the power of education not just to transform, but also to save lives, Bulgari has partnered with Save the Children since 2009. The world's largest independent international organisation provides education for children, especially those affected by armed conflict, civil instability or natural disasters. Bulgari helps fund the non-profit's activities with proceeds from Save the Children collection, a custom-designed silver and ceramic ring and pendant, inspired by its iconic B.zero1 line. To date, their

partnership has raised over €30 million (US \$35M), improving the lives of over 700,000 disadvantaged children. Bringing star power to the cause, 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. Investing in the children of today, Bulgari is proud to make a difference for their tomorrow.



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