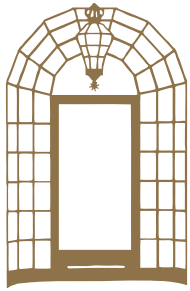


JEWELS

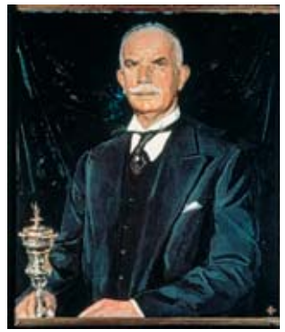
BVLGARI



2014 celebrates the 130th year of Bulgari, a name emblematic of Italian excellence. Inspired by 2,700 years of Roman history, Bulgari honors its rich past within modern designs. Known for stylistic audacity and a penchant for color, Bulgari pieces are immediately recognizable. The sensuality of volume, a love of linearity, and a reverence for the art and architecture of Bulgari's Greek and Roman roots are the iconic features found in each of Bulgari's creations. Ever in harmony with Rome's ancient history, Bulgari incorporates the city's symbolism while innovating the future of its design. From its origins in the flagship store on Via dei Condotti – one of the favorite meeting places for an international elite of artists, writers and actors during the 'Dolce Vita' years – to its role today as a diversified global player, the name Bulgari is synonymous with an inimitable vision of luxury. Classic yet contemporary, Bulgari upholds its 130-year legacy with a timeless sense of exquisite beauty.



The Bulgari flagship store
at Via dei Condotti 10, Rome
1934



Finding its Roman beginnings as a jewelry shop, Bulgari was founded in 1884 by Greek silversmith Sotirio Bulgari. With passionate skill and vision, he set the stage for Bulgari to become a permanent emblem of Italian excellence. For the 130 years thereafter, Bulgari's ceaseless creativity, its formidable history of innovation, and a bold, pioneering spirit led the House to become legend.

2014 marks the 130th anniversary of Bulgari, a name that has become a byword for artisanal craftsmanship, avant-garde materials and unrivalled design. The Eternal City's architectural beauty has long inspired the Italian jeweler: Bulgari reinterprets the majestic symbols of Rome with extraordinary editions of jewelry, watches, accessories and perfumes.

As a reminder of its ancient Roman past, BVLGARI preserved the original Latin "V" epigraphy of the family name, engraving it above its flagship store in the grand renovation of 1934. Bulgari's Roman address on the prestigious Via dei Condotti, leading up to the Spanish Steps, became both its home and source of inspiration. Rome remains the aesthetic reference for Bulgari, as it boasts a spectacular architectural backdrop.

The brand came to the attention of the world elite during the flourishing Dolce Vita years – the 1950s-60s that featured such names as Elizabeth Taylor and Audrey Hepburn engaged in passionate affairs with Bulgari jewels. Immediately recognizable for their powerful opulence, rich colors and sense of volume, Bulgari jewels soon gained renown among the local bourgeois as well as the international high society set.

The Bulgari Group developed an overseas presence in the 1970s. It began as well to expand the company vision, diversifying into the world of watchmaking and launching the now-iconic *"Bulgari Bulgari"* watch in 1977. The coveted watch was just the firstborn of many, and in 1980 Bulgari founded the company Bulgari Time, in the watchmaking heart of Switzerland.

In 1993, Bulgari further diversified with the introduction of its first fragrance, *Eau Parfumée au Thé Vert*, establishing Bulgari Parfums in Switzerland. In 1996 Bulgari launched its highly successful collections of cosmopolitan accessories. In 2000, Bulgari Time's capacities grew with the acquisition of specialized luxury watchmakers; Bulgari had now evolved into a world-class watch manufacturer. With its unmatched standard for a luxurious lifestyle, the Bulgari Group expanded its vision to hotels and resorts, featuring contemporary luxury in prestigious locations (Milan, Bali, London) via exclusive design. In 2011, Bulgari was acquired by LVMH (Louis Vuitton Moët Hennessy), further enriching its luxury potential.

Bulgari designs are deeply rooted in an inspired past. Refined Greek and Roman motifs honor this past by evoking the art and architecture of Bulgari's origins. Proudly representing the exquisite beauty of Italy, the Bulgari name has become synonymous with brilliant color, symbolic storytelling, and peerless craftsmanship – for 130 years. In all things Bulgari, luxury is its legacy.



Interiors of the Bulgari flagship store
at Via dei Condotti 10, Rome
1934



Gold brooch with rubies,
emeralds, sapphires and diamonds
c. 1960

Color is often one of the most recognizable and iconic features of a Bulgari creation. Bulgari has established itself as the master of colored gemstones in its High Jewelry pieces. Established experts in diamond design, Bulgari has always featured the finest diamonds since the 1920s. Gradually Bulgari began to add precious, rare colored gems to complement them with color. In the 1950s, Italy became the design centre of Europe, and Bulgari took the color revolution to the next level.

Deviating from the traditional, diamond-based Parisian school of jewelry, Bulgari developed a bold and unprecedented style, exploring unusual chromatic combinations using rubies, emeralds, and sapphires of every hue. Jewelry came alive in a rainbow of color. Further invention left behind the classic asymmetrical motif and traditional cut, and Bulgari began designing with symmetrical, compact shapes, and reintroduced the use of the cabochon cut for prominent, high-quality gemstones.

This shape for large gemstones dates back to antiquity but had since fallen out of fashion; today it has become a Bulgari trademark. A cabochon-cut gem better conveys a sense of volume, luminosity and contrast with the surrounding faceted diamonds, and highlights a stone's aesthetic potential. With similar foresight, contemporary Bulgari designs have also featured the ancient mogul or *takhti* cut, generating an egg-shaped luminescence that can be difficult to achieve, but whose smooth, dramatic beauty makes it worth the effort. Indeed, the beauty within the stone – what truly makes it one-of-a-kind – is at the heart of every Bulgari design.



High Jewelry necklace in platinum with one cushion-shaped cabochon-cut emerald, spinel and emerald beads, rubies, emeralds and diamonds



MVSA

Inspired by the ancient architecture of its Greek and Roman heritage, Bulgari creates MVSA, a collection of uncommon gemstones in exceptional shapes and volumes whose elegant contours interact to create magnificent plays of light.

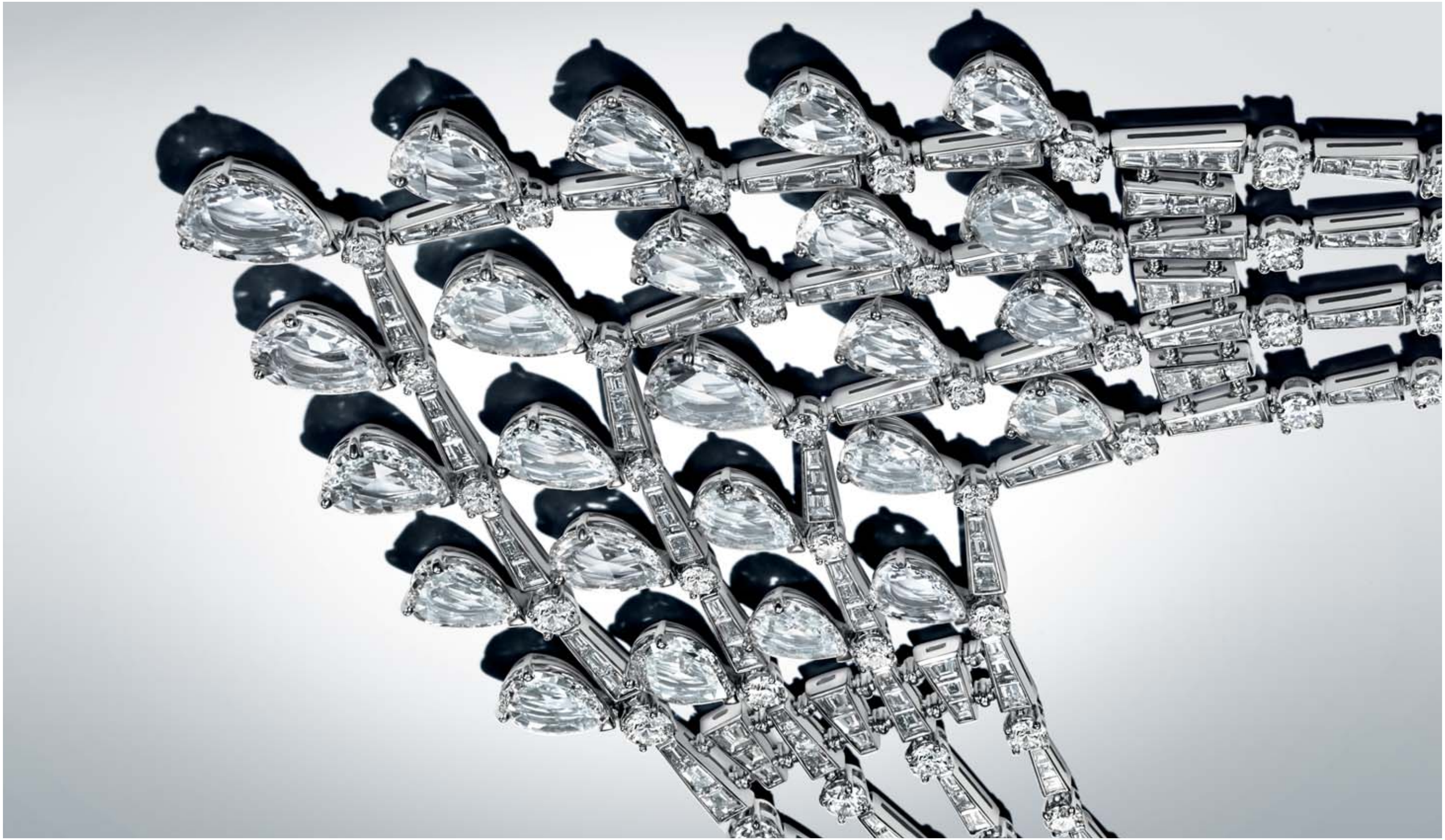
Taking its name from the artistic muses of ancient Greek legend, MVSA pays homage to the daughters of the gods. With daring combinations of colored stones in distinctive forms, Bulgari brings these muses of creativity back to life with its own artistic inventions. The atmosphere of MVSA recalls a watercolor of an ancient temple, the patina of a marble sculpture. Each multifaceted masterpiece vaunts a multitude of gem cuts that lend a refractory beauty to the whole while at the same time accentuating its harmoniously proportioned volumes.

Acknowledging its artistry as a gift of gods, Bulgari uses creative combinations of colored stones to paint MVSA masterpieces.

Drawing on the beauty of its surroundings – the forms, lights and colors of Rome – Bulgari translates them into images. Infused with a distinctive sense of architectural volume and proportions, the gemstones are assembled in a poetry of patterns to create pieces of unmistakable beauty. Moreover, Bulgari asserts its expertise in gem cutting through the dramatic use of the ancient mogul or *takhti* cut, which echoes the inlaid tiles of ancient palaces built for worship.

Each of the models in the MVSA Collection sing with color, like the platinum necklace featuring a cushion-shaped cabochon-cut emerald surrounded by dozens of smaller emeralds and rubies interspersed with round brilliant-cut, fancy step-cut and pavé diamonds. Another platinum necklace is equally sumptuous, with a stunning cabochon-cut emerald accompanied by round, buff-top and fancy-shaped spinel beads, emeralds, rubies and round brilliant-cut and pavé diamonds.








BVLGARI



















With its hemi-cylindrical form the *takhti* cut recalls roof tiles of the sumptuous palaces of the Maharajas.









Magnificent necklace
in platinum and emeralds
formerly belonging to Elizabeth Taylor
c. 1962



DIVA

Inspired by the iconic divas of our time, the *Diva* Collection immortalizes the beauty of women. From exquisite Elizabeth Taylor to captivating Carla Bruni-Sarkozy, sublime beauty is nothing if not inspirational. Whether in Hollywood or in our lives, contemporary beauties are able to command attention and steal a scene with their presence alone – Bulgari jewels share this same allure.

Through the decades, Bulgari has been inseparable from the world's most divine celebrities. Its creations have starred in more than 40 films, walked the red carpets at the Academy Awards, the Golden Globes and film festivals from Cannes to Venice. Bulgari has dazzled some of the most beautiful women, and in doing so, has dazzled the world as well.

2014 brings a new interpretation of the *Diva* signature, capturing the glamour of the contemporary goddess. Inspired by the diversity of today's beauties, Bulgari has created a versatile collection of jewellery and watches in a variety of styles and material combinations. The *Diva* Collection embodies the sophistication of diamond pavé, the femininity of mother-of-pearl, the drama of onyx. Sensuality combines with versatility, such that every model can be worn on any occasion.

The spirit of each *Diva* piece incorporates Bulgari's hallmarks: sophisticated style, unconventional shapes and quality gemstones.

Resonating with modern sophistication, the collection's design takes inspiration from the intricate patterns of Roman mosaics. Lining the walls, floors and ceilings of the Baths of Caracalla that date to 216 AD, the mosaics are a testament to the Roman sense of luxury and beauty. Renowned for their complex structure and rich history, the famous Baths are today an awe-inspiring tourist site. The patterns of the *Diva* Collection are composed with quintessentially feminine curves, embodying the best of Bulgari style.

Modular geometrical motifs harmonize with the delicate conical corollas in the new *Diva* Watch Collection. The pavé diamond setting of the intricate watch face shines with the charisma of a star. Voluminous and magnetic, the watches are balanced by a slender bracelet that combines the best of the jeweler's art, alternating brilliant, baguette, and round-cut diamonds. Bulgari's magnificent collection combines the charm of antiquity with contemporary allure, and *Diva* is born.











Inspired by the design of the 216 AD mosaics at the Baths of the Roman Emperor Caracalla, the *Diva* signature captures the glamorous essence of a contemporary woman.







Enamel and gem-set snake bracelets and a gold snake belt, c. 1970, c. 1965, 2010



SERPENTI

Coiled tightly around the history of humanity, the serpent is a seductive symbol dating back to ancient Greek and Roman mythology. Representing wisdom, vitality, and the circle of life, the sinewy snake has transcended 2,700 years of Roman history to become an emblem of strength. The history of civilization is intertwined with this emblem – in ancient Greece, two coiling snakes depicted the healing god of medicine, still a medical symbol used today.

Dating back millennia, to the time of Caesar and Cleopatra, snakes were closely associated with the Egyptian pharaoh, the magnetic "serpent of the Nile." The royal jewels worn by Cleopatra, a renowned beauty and clever leader, often featured the sinuous snake.
In the 1963 epic film that bears her name, lead actress Elizabeth Taylor was often seen both on and off camera coiled with Bulgari serpent jewelry. Taylor's portrayal of Cleopatra and her lifelong love of Bulgari's *Serpenti* catalyzed a bejeweled snake craze for which she is still famous. The serpent motif reigns equally as mythical in our own day, perpetuated in yearly reinterpretations by Bulgari's *Serpenti* Collection.

Inspired by its Greco-Roman heritage, Bulgari reinterpreted the serpent motif in the 1940s in the form of an exquisite watch whose body coiled around the wrist while keeping time in its head. Ingeniously employing the *Tubogas* technique for its linked body, the watch became the first of the *Serpenti* Collection accessories and soon gave birth to countless more.

Tubogas's sleek technique combines exquisitely with the supple *Serpenti*, creating coiled masterpieces. Practiced by Bulgari artisans for decades, labor-intensive *Tubogas* metalwork was named for its resemblance to the exhaust hoses of Italian cars of the 1920s. Incredibly, its spiraled structure is produced entirely without soldering. Today, *Tubogas*'s versatile, rounded contours constitute one of the Bulgari's trademarks and lend the entire collection a graceful elasticity.

While Bulgari is known for the extent to which its history, culture and tradition have been a constant source of creative nourishment – the *Serpenti* Collection represents a bridge between Bulgari heritage and an unmistakably modern design. Whether interpreted in a realistic or geometrically abstract manner, the serpent intertwines all of Bulgari's hallmarks together: a love for color, unexpected juxtapositions of materials, supple wearability and avant-garde artisanal techniques. The *Serpenti* Collection is now as much of a modern icon as Cleopatra's snakes were in antiquity.







Representing wisdom, vitality and the circle of life, the snake has transcended centuries to become the emblem of beauty and strength.











Necklace featuring Imperial Roman coins,
set in silver, gold, bronze and diamonds
c. 1978



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, Bulgari honors antiquity by giving it renewed life. The *Monete* Collection celebrates the artistic coins of yore, contrasting them with modern brilliance. Like rare and precious gems of inestimable historical value, the intrinsic beauty of coins dating back to the Hellenistic age is preserved and brought back to life through contemporary Bulgari designs.

The practice of setting coins in jewelry dates back to the 7th century BC, an epoch that saw coinage become increasingly more artful – indeed, ancient Greek coins were exceptional works of art. These 'gems' often became featured pieces in ancient Roman jewelry, a trend that continued on to the 7th century AD. The practice was revived in the second half of the 19th century, prompted by the numerous archaeological discoveries of the time, and adopted by Bulgari in the 1930s.

The *Monete* Collection has become a most recognizable trademark of Bulgari. As this technique has grown to feature rare engraved gems in addition to coins sourced by expert numismatists – the collection as a whole has become known as *Monete*. In the *Monete* Collection, modern-day Bulgari artisans incorporate ancient coins into settings characterized by rounded forms, decisive contours and harmonious volumes. Bulgari has effectively modernized antiquity, a delicate operation entrusted only to the most reverent of masters.

With sophisticated materials and techniques, Bulgari honors its heritage by reinterpreting antiquity in a contemporary key. The *Monete* Collection features a gleaming play of contrasts – the contrast of texture between timeworn coins and sleek, modern settings, the contrast of color between the patina of centuries and today's precious metals, the contrast of technique between ancient markings and the precision of inlaid diamonds. Transporting us back in time on a mythical journey, *Monete* relives the prosperity of the ancient cities that eventually yielded our own.







Intarsio necklace in white gold
with onyx and pavé diamonds



INTARSIO

Linking circle with square, day with night, and unity with contrast, Bulgari creates *Intarsio*. Inspired by the arabesque mosaics that patterned the architecture of the ancients, Bulgari pays homage to Byzantine ornamentation with a jewelry collection shaped in harmony. Combining polar opposites to celebrate their differences, Bulgari produces a dramatic juxtaposition of square and round, shadow and light, elegance and versatility. Merging cultures with color, *Intarsio* honors its Mediterranean heritage, at the crossroads of Europe and Asia, where different customs and aesthetics converge.

Introduced in 2011 as an iridescent blend of pink gold and mother-of-pearl, *Intarsio* plunges deeper into the color spectrum for 2014. The new collection balances the yin-yang of brilliant pavé diamonds and intensely black onyx, set into a unifying foundation of shining white gold.

It is this marriage of elegant juxtapositions that has produced an *Intarsio* ring, earrings and a pendant necklace. Each piece is intricately shaped into a mosaic of versatility, as the *Intarsio* Collection can accompany any look at any time. Day and night are unified in jewelry for night and daytime: the silhouette of balance. Through its sophistication and simplicity, *Intarsio* is proof that opposites do attract.

Linking circle with square, *Intarsio* honors Bulgari's Mediterranean heritage, where customs and aesthetics converge.









Jewelry and Watches from the
"Bulgari Bulgari" and B.zero1 Collection



BVLGARI BVLGARI

Growing from the Roman roots of the brand into an elegant fusion of culture and modernity, the *"Bulgari Bulgari"* Collection embodies the distinctive spirit of its namesake. With rounded volumes and fluid contours, this classic Bulgari collection balances audacity with elegance, symmetry with distinction, and history with innovation.

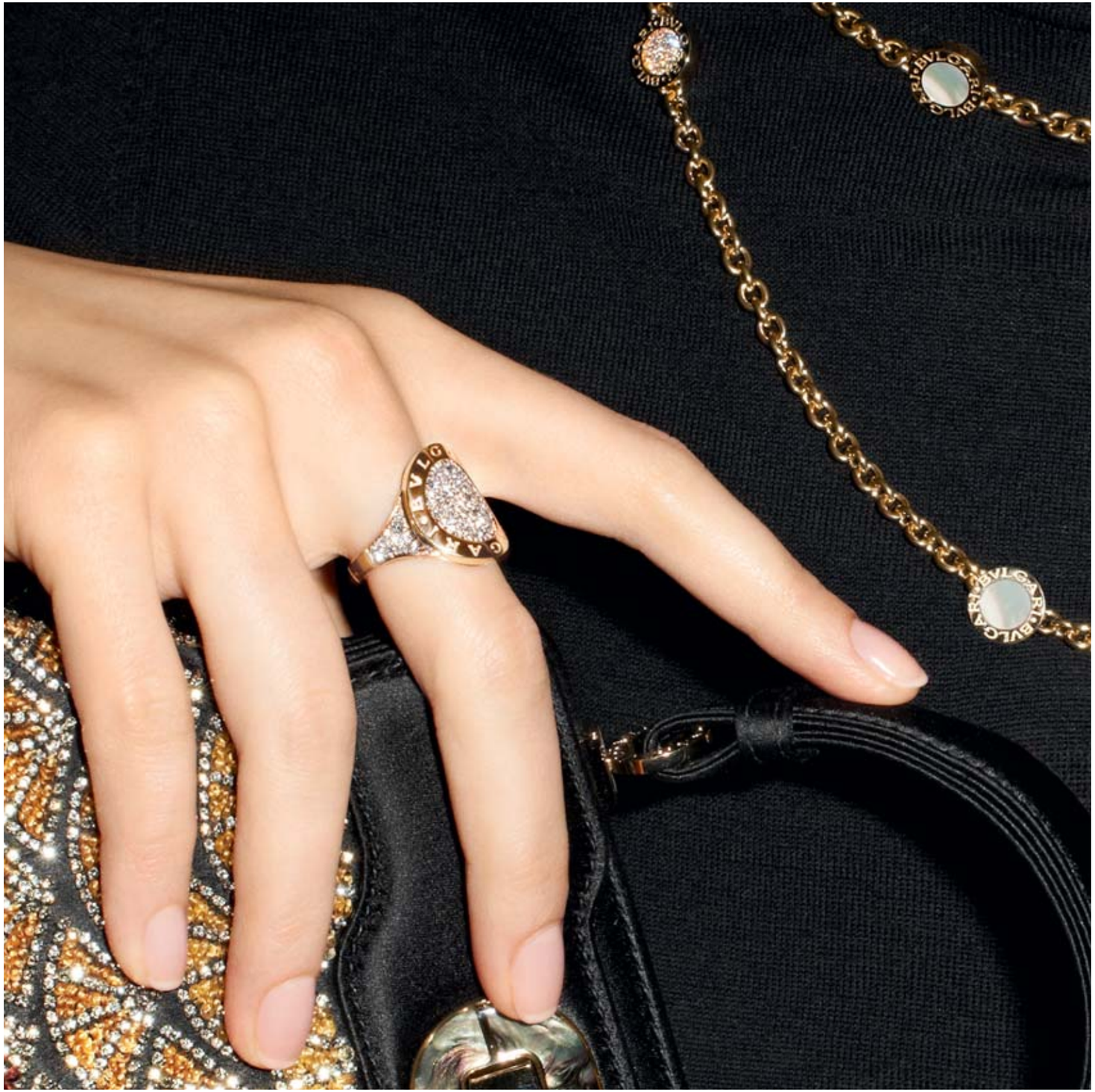
1934 announced the official birth of the BVLGARI logo, with the renovation and reopening of the flagship Via dei Condotti store. The Bulgari family honored its history by using the original Roman epigraphy of its name, inscribing the Latin "V" instead of "U" on the façade: BVLGARI. This engraved motif combined Roman culture, architecture and modernity, recurring sources of Bulgari inspiration.

1977 marked the official evolution of a logo into an element of design, when Bulgari released the first *"Bulgari Bulgari"* Watch Collection.

With inspiration from the inscriptions encircling ancient Roman coins, Bulgari used its own engraved logo to doubly encircle the watch face, thus the name *"Bulgari Bulgari"*, a perfectly symmetrical reflection of itself. This double logo became a beloved and distinctive element of Bulgari design, and the watch became an immediate icon.

The 1995-launched *"Bulgari Bulgari"* Jewelry Collection features circular, contemporary motifs accented by colored gemstones, inspired by the bold elegance of the collection's paternal watch.

The entire *"Bulgari Bulgari"* Collection is designed to incarnate luxury, history, and above all the finest contemporary Italian design.




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BVLGARI
BVLGARI



B.*zero*1 Roma ring in pink gold and bronze ceramic



B.ZERO1

The clock struck a new millennium, and the world welcomed a new Bulgari innovation. Born of an inspired past, the B.*zero*1 ring celebrates the indissoluble fusion of past and present. By juxtaposing these conjoined opposites, the B.*zero*1 Collection combines art with finery, tradition with innovation, and beginning with end. Recalling the artful *Tubogas* technique that has become a Bulgari trademark, the spiral motif of the B.*zero*1 ring represents the endless circle of life and captures the Bulgari spirit. Rooted in Roman heritage and aspiring to tomorrow's evolution, the 'B' stands for "Bulgari" and the '*zero*1' for infinite beginnings. Engraved along the side, the BVLGARI BVLGARI logo encircles itself in an unending loop of tradition and innovation.

The first ring generated a wave of variations to follow, and B.*zero*1 became quickly beloved. Playing with materials and techniques that are rarely, if ever, used in High Jewelry, the B.*zero*1 Collection introduced interpretations of the original that redefine 'preciousness' as something much more rare. Whether created with pink gold, pavé diamonds or ceramic, each piece from the B.*zero*1 Collection epitomizes charisma. Further Bulgari innovation led to a majestic version carved in marble – a tribute to the favored stone of the Italian masters of antiquity.

To celebrate the 130th anniversary of the House, Bulgari draws upon its vast history of innovation to reinvent the iconic B.*zero*1 Collection. The anniversary B.*zero*1 pays homage to Rome, the city of Bulgari's birthplace, commemorating it with a circle, the symbol of eternity. B.*zero*1's round shape recalls the architectural masterpieces of Rome – the Coliseum, Castel Sant'Angelo, the Pantheon – structures that have witnessed the passage of centuries with awe-inspiring grace and strength.

The ring's circular beauty is formed from a soft pink gold with four bronze colored bands. By adding bronze ceramic, a material that is both atypical and exquisite, Bulgari blends in a hint of metal for a refined, chic finish.

Like the ancient Roman epigraphy of the city's glorious past, B.*zero*1 is engraved with a new BVLGARI ROMA logo. With B.*zero*1 Roma, the city of Rome and the Bulgari tradition have come full circle.










BVLGARI


ROMA
BVLGARI

BVLGARI
AND SAVE THE CHILDREN

Too many children grow up without opportunity: a lack of education perpetuates the cycle of poverty. In 2009, Bulgari decided to take action, on behalf of disadvantaged children around the world. Partnering with Save the Children, Bulgari launched a campaign of unprecedented ambition and scope. With its custom-designed Save the Children jewelry, Bulgari's donates the US $100 (€ 75) profit of each piece sold to benefit the charity. To date, this landmark partnership has raised over US $27 million (€ 20 million). It reaches over 600,000 of the world's neediest children, and trains over 20,000 teachers in more than 1,200 schools in locations affected by wartime, extreme poverty and emergencies. The sale of just one Save the Children ring or pendant supplies a school library in India, or trains 13 teachers in Indonesia.

With an enormous influence and unrivalled experience on the ground, Save the Children is the world's largest independent international organization, working in both developing and developed countries. Teaming up with Bulgari's brand ambassadors, it continues its exemplary work wherever support is most needed.

Photographer Fabrizio Ferri and almost 200 international celebrities have donated their time and talent for a special photographic "STOP THINK GIVE" series, featuring such names as Isabella Rossellini, Ben Stiller and Sting. With on-going special auctions and fundraising events promoting the campaign, Bulgari is proud to invest in the children of today, and make a difference for their tomorrow.




Save the Children
BVLGARI