



With Love

BVLGARI

ROMA

Inspired by Roman Treasures

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.



ROMANCE OF AN ENCOUNTER

Every great love story has a very beginning.
That first encounter, when eyes lock, breaths quicken, smiles are exchanged.
As a romance progresses, remembering that first encounter is to remember
the first surge of hearts, and to trace the relationship to a finite moment in time.
This memory is revisited time and again over the years to come:
it marks the moment the joy began. We live for our own love stories.

Such first encounters spur a momentum, springing us toward our futures.
These encounters are rare. Yet they help build partnerships that matter,
commitments that endure.

In Rome, love stories live eternal.
With its ancient palaces, mystical ruins and beautiful antiquities,
there is nowhere more romantic than the Eternal City.
Even the musicality of its name *Roma*, reversed, becomes *amor* - Italian for love.
The greatest love stories begin with the spectacular backdrop of this ancient heartland,
a never-ending source of Bulgari inspiration.
As you write your own Bulgari love story, remember where it all began.



LOVE'S FINEST SYMBOL

Rare, alluring, and each perfectly unique, diamonds are highly indestructible: the precious diamond, like true love, endures time as well as the elements.

Harder than any other material, unrivalled in brilliance, diamonds are the most precious - and the most coveted - stones in the world. Bulgari enjoys utmost renown for its expertise with gemstones and diamonds.

Its long history with diamonds includes some of the most legendary examples, such as the famed 40-carat 'Pasha of Egypt' diamond that once belonged to King Farouk.

The 'Nassak', an 89-carat pear-shaped diamond that originally adorned the Shiva statue in India's Nasik Temple, also passed through Bulgari's hands. Crowning jewelled commitment, a diamond often tops a ring, as it is the inherent jewel of love. Indeed, the word 'diamond' derives from the Latin *adamare*, 'to love passionately'.

In kind, the round shape of a ring symbolises renewed beginnings.

Centuries ago, the engagement ring became their symbolic union - still the recognised symbol of committed love today.

Of course, the connection between diamonds and marriage is an old love story. The very first engagement ring exchange is detailed in a document dating from 1503 - a ring and a diamond were joined and given as an engagement promise in Italy, in the city of Venice.

Over the years, the tradition has grown and spread, along with the love stories it has told. Lover of diamonds, Bulgari is expert in buying, designing and setting fine jewels. Adhering to the strictest international standards of precision and quality, the Bulgari Bridal Collection is characterised by a timeless aesthetic both bold and traditional, using peerless natural materials.

Designed with joy in mind and love in its soul, the jewellery of the Bulgari Bridal Collection beautifully seals the eternal promise.





THE BRIDAL COLLECTION

As personal tastes are as individual as proposals, the Bulgari Bridal Collection encompasses a wide range of styles: *Incontro d'Amore, Spiga, Torcello, 1503, Giudecca, Griffé, Corona*. Every line exemplifies the Bulgari aesthetic in its own way.

Styles run from traditional to innovative, but each is thoroughly representative of Bulgari's signature elegance.

Perfection links this distinctive elegance for each piece of the Bulgari Bridal Collection. Bulgari engagement rings are designed to be cherished for a lifetime - even passed on to future generations.

Such lasting elegance requires the perfect setting - Bulgari's preferred metal for most engagement ring styles is platinum, as flawless as it is exquisite. Because of its purity, platinum will never fade or tarnish. It will radiate the same luminous elegance from the wedding day to a 50th anniversary.

Rarer than gold, it is also stronger than other precious jewellery metals - the perfect accompaniment to the diamond.

INCONTRO D'AMORE



Every romance begins with that first look, the first exchange.
The *Incontro d'Amore* Collection, Italian for 'encounter with love',
captures the first moment as an eternal memory,
to be worn around the finger.

Incontro d'Amore's engagement ring blends beautiful tradition
with Italian innovation, its pavé rows culminating in a diamond apex - as
the blending of two souls.

A union designed to last. As natural a coupling as Bvlgari and Rome.

And the first encounter that began it all,
becomes the *Incontro d'Amore* that joins two hearts as one.

BVLGARI

SPIGA

Bulgari keeps the eternal promise of love with the *Spiga* ring for its Bridal Collection. The 'wheat stalk', or *spiga* in Italian, is the evolution of the classic collection - a natural next step - as it is the symbol of fertility and promise.

Rooted in brand heritage, the iconic *Spiga* design was harvested by Bulgari in the 1990s with its reinterpretation of the time-honoured symbol. Born of mythology and worshipped in ancient days, the wheat stalk bore prosperity.

Contemporary in design, ancient in symbolism, the *Spiga* pattern echoes infinity: the symbol of forever is incarnated into the platinum itself.

The distinctive design crests to a diamond apex on the band - a perfect gem to crown perfect love. With rounded shapes and the iconic sense of volume so typical of Bulgari, *Spiga* design yields old and new, nurturing forever love.



DEDICATA A VENEZIA

As the first engagement ring was exchanged in Venice in the early 16th c., Bulgari dedicates a line of jewellery to this romantic Italian tradition.

Sparkling with feminine luminosity, the combination of platinum and brilliant-cut diamonds achieves alchemical grace in a collection inspired by this romantic city of waterways, and the tradition that began there long ago.

Dedicata a Venezia (Dedicated to Venice) includes a number of platinum engagement ring styles with and without pavé diamonds, as well as a pavé diamond wedding band.

TORCELLO

Taking its name from the island of Torcello, in the Venetian lagoon, the *Torcello* has a curved, four-pronged platinum setting that embraces a single brilliant-cut diamond.





1503

Named for the year the first engagement ring was exchanged in Venice, the *1503* features a solitaire diamond set within a pavé background.



GIUDECCA

A feminine, romantic piece that captures the mystique of Venice's ancient lagoon, *Giudecca* is named for a group of small islands just south of Venice. The ring features a solitaire diamond surrounded by four smaller diamonds that gracefully enhance the beauty of the centre stone.

GRIFFE COLLECTION

A tribute to refined elegance, these classic styles allow the precision and beauty of the solitaire diamond to assert itself:
Griffe is the setting for connoisseurs.

Griffe Collection diamonds come in a diverse variety of cuts - from emerald to brilliant to heart-shaped.

Appropriate gifting for any special occasion, the *Griffe* Collection includes white gold diamond stud earrings, pendants and tennis bracelets.





CORONA

In ancient Roman weddings, the bride wore a white dress, an orange veil, and a delicate crown of flowers in her hair. The 'crown' or *corona* in Italian, is entwined with this floral aspect to inspire Bulgari's *Corona* Collection.

Such glorious symbols of celebration are echoed in the collection as the petals of a flower, or the regal prongs of a crown.

The variety of the *Corona* line makes it an ideal choice for the wedding day or beyond - engagement rings with or without pavé, gold diamond stud earrings, pendants, tennis bracelets and necklaces.





B.ZERO1

Bulgari's distinctive B.zero1 of Bulgari iconography.

Destiny marries it to the Bridal Collection,
as B.zero1 stands for 'Bulgari' and the 'zero1' for infinite beginnings.
Engraved along the side, the BVLGARI BVLGARI logo encircles itself,
an artful synthesis of tradition and innovation.

The firstborn ring of 2000 generated a lifetime of creations to follow, as
the enormous success of the B.zero1 Collection has led it to become the
innovative favourite of them all.

Echoing some of Bulgari's most successful jewellery designs,
B.zero1 engagement rings feature a central round brilliant-cut diamond
in a white gold setting, or are available with lateral diamond pavé.
Exquisitely unique, this collection is for she who deserves distinction.





BVLGARI WEDDING
AND ETERNITY BANDS

WEDDING BANDS

The ultimate symbol of two hearts united, a wedding band should beautifully complement and enhance the engagement ring. The Bulgari Bridal Collection offers a wide range of wedding bands - from classic accompaniment to gorgeous embellishment - designed to suit different tastes. Indispensable is the gorgeous tableau created when wedding bands are worn in combination with engagement rings: as how the *Corona* wedding band fits with its V-shaped engagement rings.

Preferences vary: some couples choose the clean lines of classic solid metal, others opt for more sparkle. Most Bulgari bands are also available with pavé or set diamonds, in both platinum or yellow gold models.





CORONA



SPIGA



DEDICATA A VENEZIA



MARRYME



FEDI



FEDI



FEDI



SERPENTI



BVLGARI BVLGARI



B.ZERO1



B.zero1

ETERNITY BANDS

Bulgari *Eternity Bands* celebrate milestones - anniversaries, special occasions, the beauty of what life brings. Each ring is a celebration of Bulgari's diamond expertise, epitomising Bulgari's masterful way with diamonds.

Eternity Bands can be worn on their own or stacked with other rings for a dramatic look that tells a story.

Contemporary yet timeless,
they are the perfect symbol of continual happiness.







THE BVLGARI DIFFERENCE

All jewellery is not created equal. Bulgari believes jewellery only serves its function if exquisite. By balancing style and substance, masterful technique and the finest materials, Bulgari is able to achieve its unmistakable essence. Highly trained craftsmen are required for each step of the jewellery-making process - from the sourcing of precious materials to the final polish - the process is exhaustive, and thoroughly indispensable. Only a small percentage of diamonds are of gem quality. Of these, an even smaller percentage passes Bulgari's strict criteria to become Bulgari jewellery.

All Bulgari diamonds are analysed, examined and chosen with meticulous attention to detail, ensuring they are the world's finest.

As an established global luxury brand with a reputation for outstanding quality, Bulgari stands behind each of its creations, from point of purchase to lifetime satisfaction.

As a further quality testament, each piece comes with certification from the Gemological Institute of America (GIA), creator of the 4Cs and the world's largest, most well-respected institute of gemmological research and standards.

THE DIAMOND

The diamond enjoys renown for its splendour and luminosity. Its purity and uniqueness are determined by four factors commonly known as The Four Cs:

- 1 COLOUR
- 2 CLARITY
- 3 CUT
- 4 CARAT WEIGHT



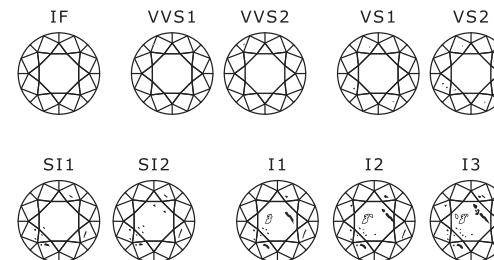
COLOUR

COLOURLESS	D	E	F					
NEAR COLOURLESS	G	H	I	J				
FAINT YELLOW	K	L	M					
VERY LIGHT YELLOW	N	O	P	Q	R			
LIGHT YELLOW	S	T	U	V	W	X	Y	Z

Colour grading represents a fundamental element of diamond quality. Even though many diamonds could appear colourless to the untrained eye, most stones have a colour veering slightly toward yellow or brown. Less colour means a higher value and rarity.

The value of a diamond can vary considerably with even the slightest increase of yellow or brown in the colour spectrum. Bulgari diamonds are classified according to the GIA standards that rate diamonds on a scale from D to Z in descending order. A Bulgari diamond will only belong to the top range, from D to H. Nature also offers us 'fancy colour diamonds' such as yellow, green, blue, and pink. Fancy colour diamonds are rare, precious gems that combine the transparency, fire, sparkle and durability of diamonds, with the vividness of coloured gemstones.

CLARITY

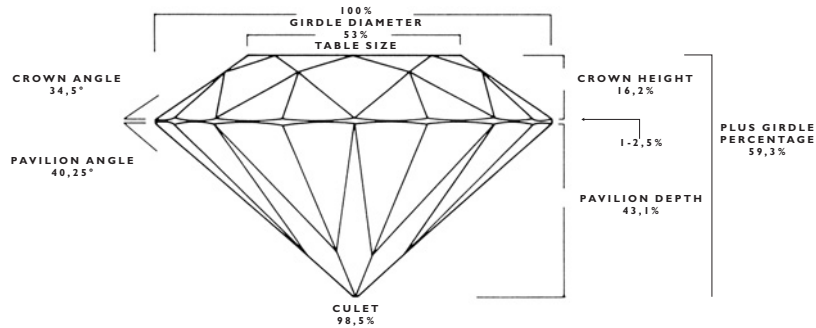


A diamond is flawless if no 'inclusions', or flaws, are detectable at 10x magnification. The number, position, type, colour and prominence of internal inclusions and the external aspects of a diamond are what will determine its clarity grade.

Truly flawless diamonds are extremely rare. Most diamonds have natural inclusions that are invisible to the naked eye and do not affect their beauty.

Diamond clarity is classified according to the GIA standards that include a scale of 11 grades. Bulgari only selects diamonds belonging to the top quality grades ranging from IF to VS, meaning that not even the smallest inclusion will be visible to the naked eye. Bulgari's gemmological lab carefully examines every single diamond to ensure conformity with its renowned and rigorous standards.

CUT



SQUARE



MARQUISE



OVAL



PEAR



HEART



EMERALD



BRILLIANT

The cut is of utmost importance for enhancing a diamond's ability to capture and reflect light. A well-cut diamond is best able to reveal its splendour and brilliance.

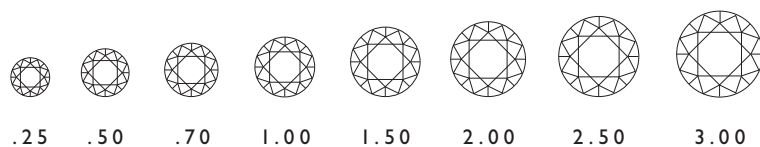
A brilliant-cut diamond must have 58 carefully aligned facets (57 if the culet is excluded). To achieve perfection, the diamond cutter uses a precise reciprocal geometric ratio to skilfully determine every facet and angle of the stone. This same meticulous attention to symmetry, polish and proportion contributes to the overall appearance of a cut diamond. As a result, the diamond becomes a veritable mirror of light reflection, able to acquire maximum value, brilliance and dispersion.

Only stones cut with correct proportions and an exacting finish become Bulgari diamonds. Bulgari uses the GIA cut grade scale, which ranges from Excellent to Poor. For single round diamonds set into Bridal Collection jewels, Bulgari only selects stones with the best cut grades, from Excellent to Very Good.

At the mention of a diamond, people usually imagine a round brilliant-cut. However, the world's most famous diamonds are almost always of the distinctive fancy shape. Bulgari's jewellery collection features several fancy shape diamonds, including the emerald, pear, oval, and heart.

A Bulgari fancy shape stone must not only be symmetrical, but also have the 'visual appeal': it has to be gracefully elegant and attractive. Bulgari fancy shape diamonds not only have inherent uniqueness, but also the finest proportions and finish to ensure maximum brilliance and light dispersion.

CARAT



The carat is the unit of weight used for a diamond. The size of a diamond can directly increase its value and rarity, but size is less important if the diamond is not paired with a good grade of colour and clarity, or if it is not cut to proper proportions. Indeed, two stones with the same carat weight may have a very different value depending on the other characteristics it holds.

Nevertheless, size does indeed contribute to increased value, as large stones are rarer than small ones. Bulgari diamonds offer the best combination of all these elements; any Bulgari representative can offer guidance in selecting one of its stones of utmost quality.

THE CERTIFICATE



KIMBERLEY PROCESS CERTIFICATION

'Conflict diamonds' are diamonds illegally traded to fund conflicts, civil wars and human rights abuses, a practice Bulgari aspires to discourage.

In 2000, an international certification agreement was reached, known as the Kimberley Process certification scheme. According to the scheme, rough diamonds must now be accompanied by a government-validated certificate stating that they are non-conflict diamonds. The Kimberley Process certification scheme has been adopted by the vast majority of countries participating in the project, including the European Union.

To support this effort, Bulgari only buys polished diamonds, and works with carefully selected diamond suppliers based in countries that adhere to the Kimberley Process.

In 2006, Bulgari became a member of the Council for Responsible Jewellery Practices (CRJP), a non-profit organisation that promotes responsible ethical, social, and environmental practices throughout the diamond and gold jewellery supply chain, from mining to retail.

In December 2011, Bulgari became a CRJP certified member by demonstrating responsible business practices that conform to the CRJP's set of standards throughout its entire jewellery supply chain.

