B. zerol
TO CELEBRATE THE NEW MILLENNIUM, A RING WAS COMMISSIONED

A JEWEL TO INCARNATE ETERNITY AND MODERNITY, A SENSE OF CLASSIC YET AVANT-GARDE

INSPIRED BY THE BOLD AND TIMELESS LINES AND COLOURS OF ROME'S MOST PRESTIGIOUS MONUMENT: THE COLOSSEUM
AND FROM THE ELEMENT THAT ALLOWED INNOVATION TO BECOME REALITY: PRODIGIOUS ENGINEERING OF MODERN INSTALLATIONS
AN ICONIC RING
WAS BORN

B.zero1
B.zero1: A NAME ENTRENCHED IN MYSTERY
LEGEND NO.1

“B” = BVLGARI AND THE “zero1” = THE INFINITE
BEGINNINGS OF ITS SPIRALLED MOTIF
REPRESENTING THE ENDLESS CIRCLE OF LIFE

LEGEND NO.2

“B” = BVLGARI AND THE “zero1” = THE FIRST
BVLGARI JEWEL OF THE SECOND MILLENNIUM

LEGEND NO.3

WHEN THE B.zero1 RING WAS FIRST COMMISSIONED,
THREE PROTOTYPES WERE PROPOSED
PROTOTYPE NO.1
WITH THE “B.01” LABEL
WAS AN IMMEDIATE SENSATION

WITH INNER SPIRALS, PERFECT GEOMETRIES,
AND THE BRILLIANT SHEEN OF A SINGLE GOLD COLOUR,
IT EMBODIED PERFECTION
THIS RING WAS NAMED AFTER ITS LABEL: B.zerol
THE OTHER TWO PROTOTYPES WERE KEPT SECRET... UNTIL TODAY
PROTOTYPE NO.2 WAS FIRST BORN OF A VISIONARY MISTAKE

IT COMBINED DIFFERENT SHADES OF GOLD RATHER THAN THE UNIFORM COLOUR FIRST ENVISIONED

SUPPOSEDLY “WRONG” YET SO IRRESISTIBLY RIGHT...

B.zero1 PERFECT MISTAKE
PROTOTYPE NO. 3
WAS AN EVEN
MORE DARING DESIGN
THE RING OF GOLD WAS STRETCHED TO ITS LIMIT TO CREATE A THIN BANGLE BRACELET.
DELICATE AND SEXY, IT BECOMES A SECOND SKIN.

MORE THAN FIFTEEN YEARS LATER, B.ZERO1’S BEST KEPT SECRETS ARE NOW YOURS TO KEEP.