



BVLGARI
ROMA

DIAGONO

DIAGONO

TRUE PERFORMANCE
HAPPENS THROUGH DESIGN



DIAGONO MAGNESIUM

STRIKING TIME WITH DISTINCTION

MASTER OF INNOVATION, BVLGARI INTRODUCED DIAGONO ALUMINIUM IN 1998, COMBINING AN AVANT-GARDE MATERIAL WITH THE ITALIAN JEWELER'S STRONG, RECOGNIZABLE DESIGN. THE SPIRIT OF THIS TIMEPIECE, COMBINING FUNCTION WITH STYLE, LAUNCHED A REVOLUTION THAT HAS BECOME A FORMIDABLE ARMY OF DIAGONO CREATIONS.

THE STRIKING BLACK AND WHITE OF THE ORIGINAL WATCH BEGAN A CASUAL, YET ELEGANT TREND IN MEN'S TIMEPIECE DESIGN. WITH THE GRAPHIC CONTRAST OF WHITE DIAL ACCENTS AND STURDY BLACK RUBBER, THE FIRST DIAGONO'S BOLD APPROACH BECAME A RECOGNIZABLE STYLUS,

NURTURED IN BVLGARI DESIGN PHILOSOPHY TODAY, DIAGONO MAGNESIUM MAINTAINS THIS PARADIGM WITH ITS FIRM ARCHITECTURAL LINES, CONSTRUCTED FROM THE MOST CUTTING-EDGE MATERIALS AVAILABLE TO THE MODERN WORLD.

RESOLUTE LINES, REFINED FUNCTIONS

HIGH PERFORMANCE IS AS DUE TO THE FEATURES OF A WATCH AS IT IS TO ITS ARCHITECTURE. WORKING SIDE BY SIDE, DESIGNERS AND ENGINEERS AT BVLGARI WORKED TO PUSH THE ENVELOPE WITH THE NEW DIAGONO, INCORPORATING THE DISTINCTIVE, CONTEMPORARY ELEMENTS OF ITS LOOK WITH THE TOP-NOTCH MATERIALS FROM RACE CAR AND AEROSPACE TECHNOLOGY.





MAGNESIUM

The image shows an exploded view of a Bvlgari Diagono watch. The central component is the watch dial with a dark face and light-colored hour markers. Surrounding it are various other parts: a transparent crystal lens, a black bezel with 'BVLGARI' and 'DIAGONO' text, a black case back, and several internal mechanical components like gears and a rotor. Three specific materials are highlighted with white lines and labels: 'MAGNESIUM' points to the black case back, 'PEEK' points to a small black component, and 'CERAMIC' points to the transparent crystal lens.

PEEK

CERAMIC

THREE HIGH-TECH MATERIALS IN ONE WATCH

PIONEERING MATERIALS

SEVENTEEN YEARS AFTER THE GROUNDBREAKING INTRODUCTION OF LIGHTWEIGHT ALUMINIUM FOR ITS WATCH CASE, BVLGARI RELEASES THE HIGHEST CONCENTRATION OF TECHNOLOGICALLY ADVANCED MATERIALS IN ITS 2015 DIAGONO. GUARDING THE ORIGINAL SPIRIT OF THE COLLECTION, OUR ENGINEERS AND WATCHMAKERS WORKED WITH AERONAUTICAL AND AUTOMOTIVE SPECIALISTS TO SELECT THE FINEST, MOST AVANT-GARDE MATERIALS AVAILABLE, AND ADAPT THEM TO WATCHMAKING.

MAGNESIUM

BVLGARI EMPLOYED MAGNESIUM FOR THE WATCH BODY, A FASCINATING METAL THAT DEFINES THE UTMOST CUTTING-EDGE TECHNOLOGY. LIGHTER AND STRONGER THAN TITANIUM AND ALUMINIUM, MAGNESIUM HAS BEEN REPLACING OTHER METAL ALLOYS IN FIGHTER AIRCRAFT AND RACING CARS FOR THE PAST DECADE.



Mg Magnesium





PEEK

Ceramic
 ZrO_2

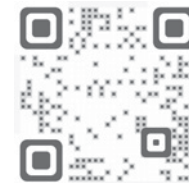
PEEK AND CERAMIC

PEEK (POLYETHERETHERKETONE) FORMS THE SIDE BRACKETS OF THE TIMEPIECE. AS THE KING OF ADVANCED POLYMERS, PEEK IS USED IN AVIATION AND SPACE TECHNOLOGY TO PROVIDE SHOCK ABSORPTION AND DIMENSIONAL STABILITY. AS THE TOP BEZEL OF A WATCH CAN BE PRONE TO WEAR, BVLGARI HAS DESIGNED THE DIAGONO BEZEL WITH AN UNSCRATCHABLE HIGH-TECH CERAMIC.



A COATING DRIVEN BY SPORTS CAR TECHNOLOGY

TYPICALLY CREATED WITH RED, DARK ANTHRACITE COLORS, THE ENGINES OF ITALIAN LUXURY SPORTS CARS ARE OFTEN COATED WITH A ROUGH, PARTICLE-BASED TEXTURE, ENGINEERED TO WITHSTAND HARSH CONDITIONS UNDER THE BONNET. BVLGARI DEVELOPED A HARD HYBRID LACQUER TO SIMILARLY PROTECT THE INTRICATE WORKINGS OF DIAGONO, DISTINCTIVELY DECORATING THE DIAL AS IT FORTIFIES THE MAGNESIUM COMPONENTS.



DIAGONO MAGNESIUM

STEEL, MAGNESIUM AND PEEK CASE, 41 MM, WITH CERAMIC BEZEL ENGRAVED WITH DOUBLE BVLGARI LOGO, BLACK PVD CASE BACK, BLACK PVD CROWN SET WITH CERAMIC INSERT. CASE MIDDLE SURFACE TREATED WITH ANTHRACITE, BROWN, BLUE OR SILVER PROPRIETARY LACQUER; MATCHING DIAL IN THE SAME TREATMENT. VULCANIZED RUBBER STRAP.

BVL 191 - SOLOTEMPO CALIBER

MECHANICAL MANUFACTURE MOVEMENT WITH AUTOMATIC WINDING, BVL 191 - SOLOTEMPO CALIBER. CERAMIC BALL-BEARING SYSTEM. CALIBER DECORATED WITH CÔTES DE GENÈVE, ANGLAGE AND COLIMAÇONNÉE FINISHING. POWER RESERVE AROUND 42 HOURS.



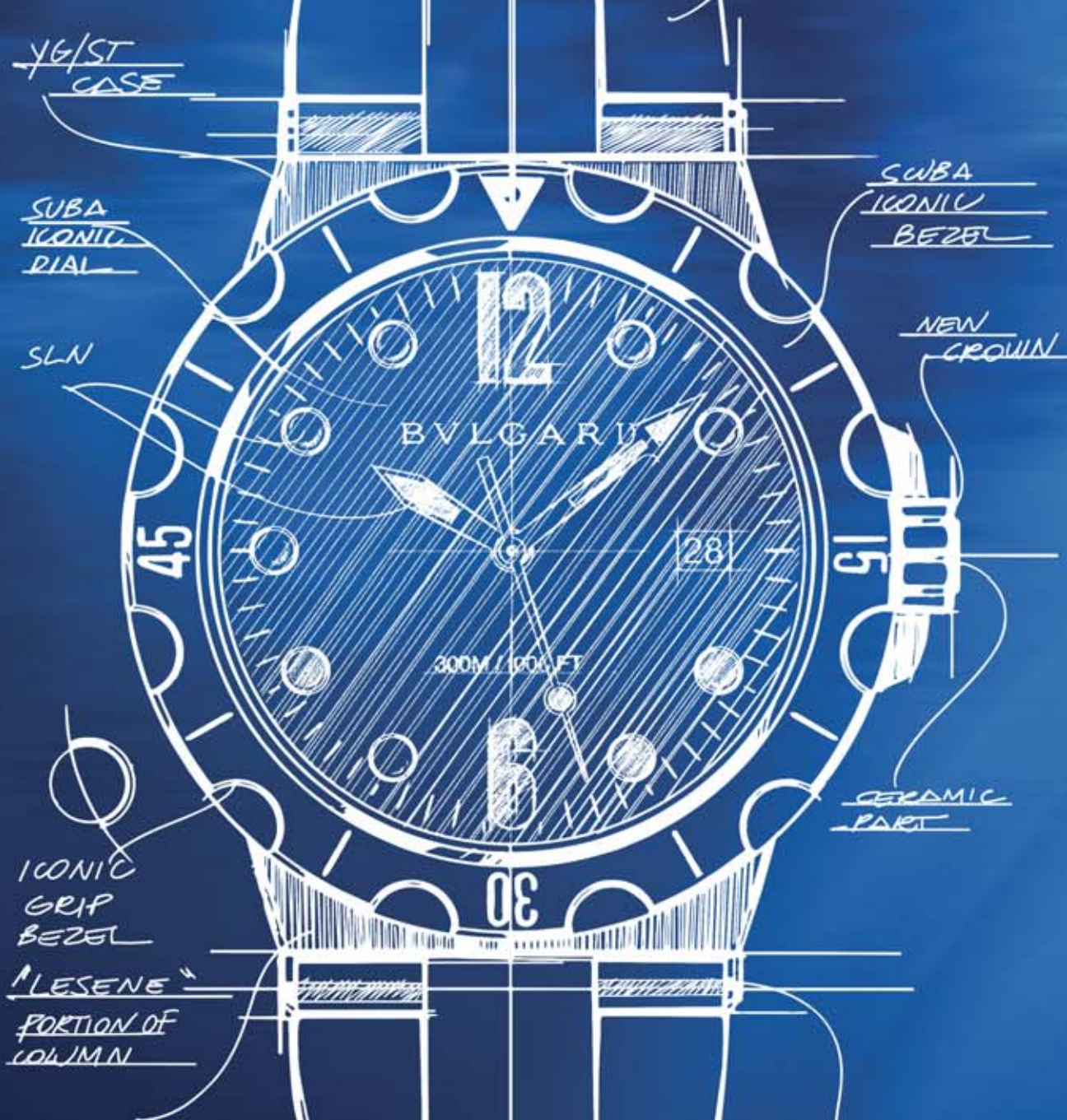


DIAGONO MAGNESIUM CHRONOGRAPH

STEEL, MAGNESIUM AND PEEK CASE, 42 MM, WITH CERAMIC BEZEL ENGRAVED WITH DOUBLE BVLGARI LOGO.

BLACK PVD CASE BACK, PUSHBUTTONS AND CROWN SET WITH CERAMIC INSERT. CASE MIDDLE SURFACE TREATED WITH BLACK, BLUE, SILVER OR RED PROPRIETARY LACQUER; MATCHING DIAL IN THE SAME TREATMENT. VULCANIZED RUBBER STRAP.

MECHANICAL CHRONOGRAPH WITH AUTOMATIC WINDING AND DATE, B130 CALIBER, POWER RESERVE OF 42 HOURS.



DIAGONO

SCUBA

FUNCTION IN ITS FINEST FORM

TO REDESIGN THIS ICONIC MODEL, BVLGARI PLUNGED INTO THE ESSENCE OF DIAGONO SCUBA. INSPIRED BY THE VOLUMES OF ANCIENT ROMAN STRUCTURES, BVLGARI DESIGNED DIAGONO TO RESONATE AS A GEOMETRICAL PIECE OF ITALIAN ARCHITECTURE. IN 1988, OUR DESIGNERS RE-THOUGHT THE CONNECTION BETWEEN PARTS, AND MADE THE STRAP MOBILE THANKS TO A TUBE AND SCREW SYSTEM STILL USED TODAY IN THE SCUBA COLLECTION AND CONSIDERED A REAL DESIGN ELEMENT. WATERPROOF UP TO 300 METERS, THE DIAGONO SCUBA IS AN ELEGANT INSTRUMENT OF TIME, FUNCTION AND STYLE.





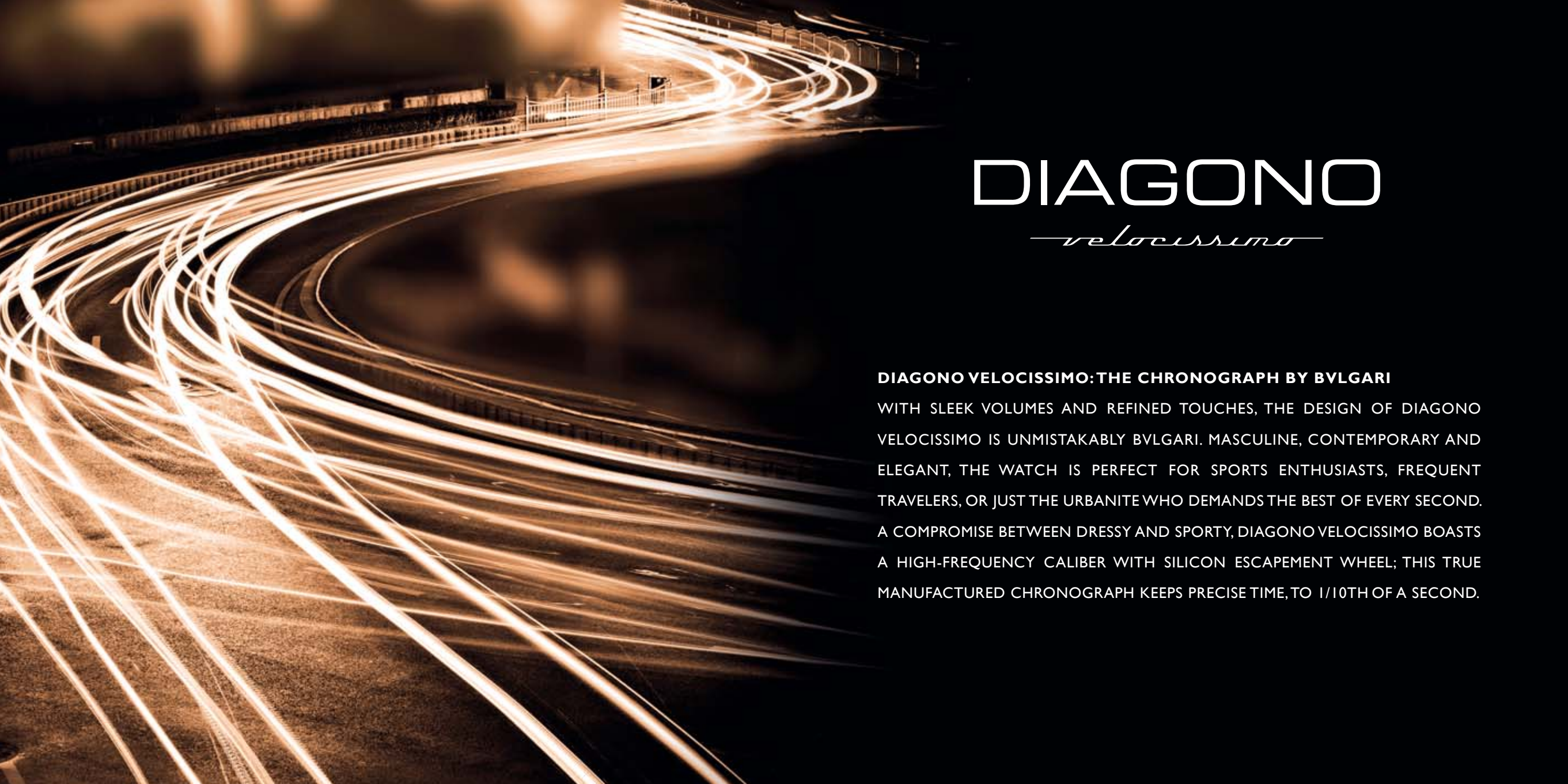


DIAGONO SCUBA

CASE IN 18-KT PINK GOLD OR STEEL, 41 MM. BLACK, BLUE OR OPALINE DIAL WITH HAND-APPLIED INDEXES. STEEL AND 18-KT PINK GOLD BRACELET, STEEL BRACELET OR RUBBER STRAP WITH ARDILLON BUCKLE. WATER-RESISTANT UP TO 300 METERS.

BVL 191 – SOLOTEMPO CALIBER

MECHANICAL MANUFACTURE MOVEMENT WITH AUTOMATIC WINDING, BVL 191 – SOLOTEMPO CALIBER. CERAMIC BALL-BEARING SYSTEM. CALIBER DECORATED WITH CÔTES DE GENÈVE, ANGLAGE AND COLIMAÇONNÉE FINISHING. POWER RESERVE AROUND 42 HOURS.

The background of the advertisement is a long-exposure photograph of a race track at night. The track is illuminated by bright lights, creating a series of curved, overlapping light trails that sweep across the frame from the bottom left towards the top right. The trails are a warm, golden-yellow color, contrasting sharply with the dark, almost black background of the night sky and the track's surface. The overall effect is one of high speed and dynamic movement.

DIAGONO

—velocissimo—

DIAGONO VELOCISSIMO: THE CHRONOGRAPH BY BVLGARI

WITH SLEEK VOLUMES AND REFINED TOUCHES, THE DESIGN OF DIAGONO VELOCISSIMO IS UNMISTAKABLY BVLGARI. MASCULINE, CONTEMPORARY AND ELEGANT, THE WATCH IS PERFECT FOR SPORTS ENTHUSIASTS, FREQUENT TRAVELERS, OR JUST THE URBANITE WHO DEMANDS THE BEST OF EVERY SECOND. A COMPROMISE BETWEEN DRESSY AND SPORTY, DIAGONO VELOCISSIMO BOASTS A HIGH-FREQUENCY CALIBER WITH SILICON ESCAPEMENT WHEEL; THIS TRUE MANUFACTURED CHRONOGRAPH KEEPS PRECISE TIME, TO 1/10TH OF A SECOND.





DIAGONO VELOCISSIMO

CASE IN 18-KT PINK GOLD OR STEEL, 41 MM. BLACK OR OPALINE DIAL WITH HAND-APPLIED INDEXES. STEEL AND 18-KT PINK GOLD BRACELET, STEEL BRACELET OR ALLIGATOR STRAP WITH ARDILLON BUCKLE.

BVL 328 - VELOCISSIMO CALIBER

MECHANICAL MANUFACTURE HIGH-FREQUENCY CHRONOGRAPH WITH SILICON ESCAPEMENT, AUTOMATIC WINDING AND DATE, BVL 328 – VELOCISSIMO CALIBER. INTEGRATED CHRONOGRAPH CONTROLLED BY A COLUMN-WHEEL, DECORATED WITH PERLAGE, CÔTES DE GENÈVE AND ANGLAGE FINISHING. POWER RESERVE OF 50 HOURS.

