

BVLGARI
ROMA

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SERPENTI COLLECTION

SERPENTI SEDUCTION

COILING WITH LEGEND, THE SEDUCTIVE SERPENT IS WOUND TIGHTLY WITH THE HISTORY OF HUMANITY, CHARMING BEAUTIFUL WOMEN FROM CLEOPATRA TO THE MODERN DAY.

SINCE ITS FIRST CREATION IN THE 1940s, THE BVLGARI *SERPENTI* COLLECTION HAS POSSESSED THE SAME ABILITY TO SEDUCE AND HAS BEEN REIMAGINED OVER THE YEARS IN NEW MAGNETIC INTERPRETATIONS, ENSNARING THE SNAKE'S DUAL YET ATTRACTIVE NATURE. BLENDING VARIOUS DESIGNS AND MATERIALS, NO BVLGARI SNAKE IS LIKE ANOTHER, RENDERING IT A VERITABLE SYMBOL OF DISTINCTION.

INTERTWINED WITH MYSTERIOUS ALLURE, *SERPENTI* PRECIOUSLY ENCIRCLES THE ART OF SEDUCTION: TEMPTING AND CAPTIVATING, DESIRABLE AND FEARED, MYTHICAL AND GLAMOROUS, *SERPENTI* CHANNELS THE SNAKE'S IRRESISTIBLE POWER OF ATTRACTION AND ITS POISONOUS STRIKE OF SEDUCTION.

PRECIOUS TEMPTATIONS

IN A TRIBUTE TO ITS SPIRIT ANIMAL, BVLGARI CAPTURES THE POWER OF SEDUCTION IN THE *SERPENTI* JEWELLERY COLLECTION, CAMOUFLAGING SENSUALITY AND TEMPTATION WITH A HYPNOTIC DESIGN. SOPHISTICATED AND STRIKING, THE NEW *SERPENTI VIPER* RINGS COMBINE THE DANGEROUS BEAUTY OF THE SCALES WITH THE SINUOSITY OF THE SNAKE. LIGHT AND SHADOW, KNOWLEDGE AND TEMPTATION, THE TWO FACETS OF THE SERPENT'S NATURE ARE REVEALED.

EVOCATIVE OF THE VIPER'S SPIRAL MOVE BEFORE ITS STRIKE, THE NEW RINGS COIL SENSUALLY AROUND THE FINGERS TO MESMERISE WITH THEIR CURVES.













TIME TO SEDUCE

SEDUCTIVELY SHAPED, *SERPENTI* TIMEPIECES EMBRACE ALL BVLGARI'S HALLMARKS: LOVE FOR COLOUR, JUXTAPOSITION OF MATERIALS, UTMOST *SAVOIR-FAIRE* AND A BOLD AND UNIQUE DESIGN. FROM ICONIC TUBOGAS TO THE MOST PRECIOUS AND INNOVATIVE MATERIALS, *SERPENTI* HAS BEEN REBORN INTO INFINITE EXPRESSIONS.

IN THE NEW COLLECTION WITH INTERCHANGEABLE STRAPS, EACH TIMEPIECE CAN BE PERSONALISED IN A PLAY OF MULTIPLE LOOKS, TO SUIT WOMEN WHO NEVER WANT TO BE THE SAME.













FOREVER GLAMOUR

WITH ITS BEJEWELLED HEAD OR ITS SNAP CLOSURE IN PRECIOUS ENAMEL, BOTH EVOCATIVE OF THE SCALES ON A SNAKE'S HEAD, THE *SERPENTI* BAG IS THE IRRESISTIBLE EMBLEM OF MODERN AND SEDUCTIVE LUXURY.

RENOWNED FOR THE PRECIOUS BITE OF THE ICONIC SNAKE HEAD AND THE CHAIN STRAP, ONLY A JEWELLER COULD HAVE MADE, THE *SERPENTI FOREVER* BAG IS THE ULTIMATE STATEMENT OF GLAMOUR AND STYLE. ALSO INSPIRED BY BVLGARI'S SPIRIT ANIMAL, THE *SERPENTI VIPER* BAG STRIKES WITH A VENOMOUS DESIGN, SO SEDUCTIVE IN ITS SNAKELIKE SIMPLICITY.







HYPNOTIC STARE

IN THE NEW *SERPENTI* EYEWEAR COLLECTION, THE ICONIC SNAKE IS REVEALED IN FRESH AND FASHION-FORWARD INTERPRETATIONS. ULTRA FLAT LENSES MEET TINY, HEXAGONAL MOTIFS IN A GAME OF CONTRASTING GEOMETRIES WHERE DESIGN AND INNOVATION BLEND IN STYLE.

ENHANCING THE SENSUALITY OF A WOMAN'S GAZE, THESE PIECES CELEBRATE THE MAGNETIC STARE OF THE SNAKE AND ITS ABILITY TO SEDUCE.







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Bulgari fosters a culture promoting environmentally and socially responsible behaviour.

