
LIFE IN
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ROMA
ISSUE 12

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LIFE IN BVLGARI

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EDITORIAL AND CREATIVE DIRECTION Carlo Mazzoni
ART DIRECTION Giulio Vescovi/itsallgood
TEXTS Cesare Cunaccia
GRAPHIC DESIGN Susanna Mollica
MANAGING DIRECTION Marta Mazzacano
PRODUCER Marco Tinari
ILLUSTRATIONS Lulu*
SPECIAL THANKS Costanza Maglio

TRANSLATIONS Tdr Translation Company



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We are now approaching the end of 2017 and we are prouder this year than ever before to have celebrated the joyful and exhuberant Bulgari Larger-than-Life lifestyle in all our creations and celebrations.

In June, Bulgari chose to celebrate the joy of Italian art de vivre with a spectacular collection of High Jewellery called Festa. *More than 100 masterpieces of jewellery and high-end watches were specially created for this new collection, which pays a tribute to the sense of pure happiness of Italian festivals. The collection was presented in Venice, the hometown of two world famous festivals, and is pure colour, joy and unexpected creativity through childhood memories, princesses' balls and Italian festivals. The event was crowned by the seductive charm and elegance of Bulgari ambassadors like Lily Aldridge, Shu Qi, Alicia Vikander, Bella Hadid, Jon Kortajarena, Lottie Moss or Jasmine Sanders.*

In October, more than forty years after the first store opened in New York, Bulgari celebrated its love for the vibrant city with the makeover of the Fifth Avenue store, featuring a new architectural design concept specially developed by Peter Marino. Bringing, once again, its Roman essence to the very heart of the city that never sleeps, on this special occasion Bulgari launched an exclusive jewellery capsule collection inspired by the energy, artistic boom and colour explosion of the time when its relationship with New York began: the eclectic '70s. These jewellery masterpieces are a celebration of the bold spirit of America and of the fusion between Roman extravagance and New York avant-garde, yesterday and today.

Now we are at the end of the year, another holiday season is coming and another chapter about the special connection between Bulgari and the magic of the Roman night will be unveiled. This time, Bulgari asks everyone to dream and make a wish upon a star, since Bulgari creations are always a magic combination of desires, craftsmanship, genius, colour and joy, and only a special alchemy of magic and real ingredients can produce the magnificent creations of the brand. Bulgari captures this magic in its Wish Factory campaign for more than 900 window displays worldwide and for all digital touchpoints, from the company website to social media channels. An imaginary wish factory that exists in dreams and of course in Bulgari.

When you wish upon a star, you wish upon Bulgari.
Best wishes for a wonderful and joyful 2018!

Jean-Christophe Babin
CEO of BVLGARI GROUP



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SILVIA SCHWARZER

illustrations **Lulu***

"The concept behind Bulgari's new flagship store in New York City – *says Silvia Schwarzer, Architecture & Visual Senior Director of the Brand* – entrusted to Peter Marino, is truly unique. The location in New York, in one of most magnificent places of the world, deserves a very special design. All the fragments of Bulgari's DNA are evident: from the role of 'Master of Colour' to the combination of different patterns and the unusual mix of materials. These main aspects are the essential bases of the architectural project. There are other elements to be found in the New York boutique, such as the portal of via Condotti, which symbolises the entrance to the world of Bulgari and the research for harmony and beauty; like the star of the cosmic order that has been iconically shining down in Bulgari since the Forties". *Roma blends with New York and adds colour to the Big Apple.*

"Peter Marino pursued a plan of contemporary and luxury style for this city that has made modernity its distinguishing feature. To accomplish projects of this size, it takes at least two years from the start of the design phase. It takes constant dedication, passion and commitment, as well as ultra-efficient timing. Each new design step requires the ability to turn the creative idea into reality, and tests on the materials, proportions, finishes and adaptation prototypes, before the final result is reached. A mention should also go – *continues Silvia Schwarzer* – to the connection with the Crown Building (designed by Warren and Wetmore during the first decade of the 20th century), in the decoration of the façade, which was solved with lighter shades and bright materials, such as the mosaic in Lasa marble in the entrance – made up of seven hundred thousand mosaic tiles fitted by hand. Then there is the finish in bronze and a few unique pieces of Italian design, such as the two lamps that were originally in the ballroom of Hotel Parco dei Principi in Rome, designed by Gio Ponti and produced by Arredoluce in the early sixties, bought and restored specially for this boutique. The central theme of the historic Italian twentieth-century design is evident in the tables and seats by Albini and Ico Parisi, Borsani and Mangiarotti". *There are Forties furnishings by Borsani and a console by Buffa from the same period. The craftsmanship is exclusively Italian, and is seen in the flooring in walnut, dried by the sun in different periods, and in the marble, which assures a continuous layout of the vein markings. Finally, it is seen in the skill used to build the staircase, which takes inspiration from the one designed by Carlo Scarpa in the Fifties for Palazzo Abatellis in Palermo. A pair of sixteenth-century paintings by Paolo Veronese,*

The location in New York deserves a very special design

with the colours restored to their former thanks to Bulgari, will be temporarily displayed in the store in March 2018.
From its opening until the end of the year, it will also be possible to admire three reproductions of Andy Warhol, an avid supporter of the brand from the sixties, also present at Bulgari's first opening at Hotel Pierre, in 1971. The phrase by Andy Warhol referring to the Italian brand is still famous: "A visit to a Bulgari boutique is like a trip to a contemporary art museum". *Warhol even offered his works in exchange for jewellery to Nicola Bulgari, who refused this* deal *and still remembers it with a hint of a smile.* "The façade – *says Silvia Schwarzer* – is inspired by a thirties bracelet. It has led to the study, in an enlarged scale, of the piece of jewellery together with the jewellery design team, and to at least ten prototypes to get the final results desired by Bulgari and Peter Marino in terms of finish and illumination. Excellence workmanship is just as important as creativity and the original design. The ability to create, craftsmanship and the techniques used, are crucial aspects when it comes to selecting suppliers. The first collection of special jewellery for New York was created in the seventies with boldness and spirit of freedom and experimentation. Today, we have a new tribute to the wonderful energy of New York, thanks to a collection that has taken inspiration from the same period, together with a tribute to the American culture of Pop Art and graffiti, which are blended with the bond to the Eternal City and its jewels. Rome supplies the seventies inspired necklaces, with unusual combinations of malachite and onyx, or lapis lazuli and coral. Jewels with stars and stripes that hint at the American flag, such as a necklace with pave diamonds, alternated with rubellites and tanzanites. The bracelet has an unexpected, original style in pink gold with pavé diamonds, evoking the graffiti-covered walls along the streets of Tribeca. Also the chokers and sautoirs go in this vibrant stylistic direction".

Silvia Schwarzer hints at what is perhaps the most beautiful claim of Bulgari, Larger than Life. "The capsule collection dedicated to New York is a timeless blend of tradition and innovation. It succeeds in combining iconic elements such as antique, rare coins, with the contemporary style of jewellery designs inspired by Pop Art. In one example, lapis lazuli, coral and pavé diamonds surround an American coin dating back to 1807, a unique example, with an unexpected graphic quality".

The new project for New York, according to Silvia Schwarzer, is eclectic. The boutique is inspired by heterogenous cultural sources, choosing the finest of elements that are harmoniously blended together and evoking – like an echo – the identity of Bulgari in Rome: the same identity that in via Condotti, for over a century, has united the history of art of the Eternal City with the graphics of the Bulgari logo and its letter V. The image of Bulgari literally explodes with the joie de vivre that symbolises the Italian capital, always blessed by the sun, and which is today being reproduced in this light-filled project on Fifth Avenue. It is a continuous reference to the Italian history and design, in a futuristic vision that is always up-to-the-minute. "There is a development plan for this luxury and contemporary concept – *concludes Silvia Schwarzer* –, in all the boutiques around the world, including those in North America. In the USA, the Chicago boutique was recently renovated and at the end of 2017, a new store will be opened in Newbury Street, Boston. The States represent an important market for the Maison, which counts on becoming a top of mind brand for the Americans".

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불가리의 건축 및 비주얼 수석 디렉터인 실비아 슈바르처(Silvia Schwarzer)에 따르면, 피터 마리노(Peter Marino)가 설계를 맡은 뉴욕의 새로운 불가리 플래그쉽 스토어의 컨셉은 매우 독특하다. "세계에서 가장 멋진 도시 중 하나인 뉴욕은 독창적인 디자인이 잘 어울립니다. '컬러의 마스터'의 역할에서부터 다양한 패턴과 소재의 독특한 배합까지, 불가리의 특징은 명확합니다. 이 요소들이 바로 불가리 건축 프로젝트의 기반입니다. 뉴욕 부티크에서는 1940년대부터 불가리를 상징해 온 별이나 불가리의 미와 조화의 세계를 상징하는 비아 콘도티의 입구 등 다양한 요소들을 발견할 수 있습니다." 뉴욕은 로마와 자연스럽게 섞이며 새로운 색을 입게 된다. "피터 마리노는 뉴욕에 걸맞게 동시대적이고 럭셔리한 스타일을 추구했습니다. 이 정도 규모의 프로젝트는 설계부터 완공까지 최소 2년은 걸립니다. 끊임없는 노력, 열정, 헌신은 물론 효율적인 시간 배분이 필수죠. 최종 결과에 도달하기 위해서는 각각의 설계 단계에서 창의적인 아이디어와 그를 실현시킬 수 있는 능력, 재료, 비율, 마감 및 적응과 프로토타입에 대한 테스트가 필요합니다." 실비아는 라사 대리석 소재 모자이크 타일 약 70만 개가 수작업된 입구를 포함한 밝은 색감의 외관이 뉴욕 크라운 빌딩과 연관이 있다고 설명했다. 뉴욕의 크라운 빌딩은 20세기 초 워렌&웨트모어 건설회사에서 디자인한 건축물이다. "청동 마감과 더불어, 이탈리아풍 디자인도 눈에 띄는 특징입니다. 부티크를 장식하고 있는 두 개의 램프는 60년대 초에 지오 폰티(Gio Ponti)가 설계하고 아레돌루체(Arredoluce)가 제작한 것으로 파르코 데이 프린치피 호텔(Hotel Parco dei Principi)에 있었던 제품을 뉴욕 매장을 위해 특별히 구입해 복원한 것입니다. 20세기 이탈리아 디자인의 중심 테마는 알비니(Albini)와 이코 파리시(Ico Parisi), 볼자니(Borsani)와 만자로띠(Mangiarotti)의 테이블과 의자에서 분명하게 드러납니다." 1940년대 볼자니가 제작한 가구와 부파(Buffa)가 설계한 탁상은 오직 이탈리아식 수공예 기술로 완성된 것이며, 이는 여러 변에 걸쳐 햇볕에 건조한 월넛 바닥재, 결 무늬가 연속적으로 배치된 대리석 등을 통해 확인할 수 있다. 또한, 그 기술은 1950년대에 카를로 스카르파(Carlo Scarpa)가 팔레르모의 아바텔리스 궁전에서 영감을 받아 설계한 계단에서도 찾아볼 수 있다. 불가리가 복원한 파올로 베로네세(Paolo Veronese)의 16세기 그림 두 점이 내년 3월까지 매장에서 전시된다.

Roma blends with New York and adds colour to the Big Apple

또한 1960년대, 불가리의 열렬한 팬을 자처하며 1970년에 피에르 호텔(Hotel Pierre)의 불가리 첫 오픈 행사에도 참석한 앤디 워홀의 3개의 판화 작품도 올해 말까지 전시된다. 앤디 워홀은 불가리에 관하여 다음과 같은 유명한 말을 남겼다. "불가리를 방문하는 것은 마치 현대 미술관을 방문하는 것과 같다." 실제로 니콜라 불가리에게 자신의 작품과 주얼리를 교환하자고 제안했으나 거절당한 일화가 있다. 니콜라 불가리는 여전히 그 일화를 매우 즐거운 추억으로 기억한다. 실비아는 뉴욕 매장에 관해 설명했다. "외관은 30년대 브레이슬릿에서 영감을 받았습니다. 주얼리 디자인팀과 협력하여 브레이슬릿에 대한 연구를 시작했고, 마감과 광택에 있어서 불가리와 피터 마리노가 원하는 결과를 얻기 위해 최소 10개의 프로토타입을 만들었습니다. 뛰어난 수공 기술은 창의성과 초기 디자인만큼 중요합니다. 제작 능력과 세공 기술은 공급업체 선정 시 필수적으로 고려해야 하는 요소입니다. 1970년대에 이르러 마침내 자유로움, 실험 정신, 대범함을 담은 뉴욕을 위한 최초의 주얼리 컬렉션이 탄생했습니다. 이번에는 오늘날에서 영감을 받은 컬렉션을 통해 뉴욕의 활기찬 에너지를 표현하고 있습니다. 뿐만 아니라 로마와 이탈리아 주얼리를 통해 팝아트, 그래피티와 같은 미국 문화에 대한 찬사를 보냅니다. 로마에서는 말라카이트와 오닉스, 또는 라피스 라줄리와 코랄이 독특하게 조합된, 70년대의 영향을 받은 목걸이를 선보입니다. 다이아몬드 파베와 루벨라이트, 탄자나이트로 대체한 네크리스 등의 주얼리는 별과 줄무늬를 표현해 성조기를 상징합니다. 브레이슬릿은 다이아몬드 파베와 핑크 골드 소재로 트라이베카 거리 그래피티에 영감을 받은 독특한 스타일이 특징입니다. 이 역동적인 스타일은 초커와

쏘뜨와에서도 나타나죠."

실비아 슈바르처는 불가리의 가장 아름다운 모토인 'Larger than Life(화려한 삶)'를 언급했다. "뉴욕에 특화된 캡슐 컬렉션은 전통과 혁신의 영원한 조화를 나타냅니다. 골동품, 희귀 동전과 같은 상징적인 요소들을 팝아트에서 영감을 받은 현대적인 스타일의 보석 디자인과 성공적으로 결합시켰습니다. 1807년에 제조된 미국 동전을 감싼 라피스 라줄리, 코랄 및 다이아몬드 파베가 그 고유하고 독특한 그래픽의 예입니다." 그녀에 따르면 뉴욕의 새로운 프로젝트는 다방면에 걸쳐있다. 뉴욕 부티크는 이질적인 문화에서 영감을 얻어, 서로 조화를 이루면서도 로마 불가리의 정체성을 마치 메아리처럼 연상시키는 궁극적인 요소들을 반영했다. 이 정체성은 천 년이 넘는 로마의 예술과 역사를 불가리 로고 및 문자 V와 결합시킨 비아 콘도티 매장이 담고 있는 것이다. 불가리는 언제나 태양의 축복을 받는 로마와, 로마가 상징하는 삶의 환희를 반영하며, 이는 뉴욕 5번가 프로젝트에서 계속된다. 또한 불가리는 미래 지향적인 시각으로 이탈리아의 역사와 디자인을 지속적으로 참고하고 있다. 실비아는 인터뷰를 다음과 같이 마무리했다. "저희는 앞으로 고급스럽고 현대적인 컨셉을 계속해서 개발할 것이며, 북미는 물론 전 세계 모든 부티크에 적용할 예정입니다. 미국 시카고의 부티크는 현재 리모델링이 완료되었으며, 2017년 말에는 보스턴의 뉴버리 스트리트(Newbury Street)에 새로운 매장을 오픈할 예정입니다. 미국은 매우 중요한 시장이기 때문에 저희는 불가리가 미국에서 가장 먼저 떠오르는 브랜드가 될 수 있도록 앞으로도 노력할 것입니다."

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"寶格麗紐約新旗艦店的概念由Peter Marino提出"，品牌建築與形象高級總監Silvia Schwarzer介紹說："絕對獨一無二。紐約店址位於全世界最美麗的角落之一，值得一提的特別設計。寶格麗品牌DNA的每個片段鮮明顯現：從"Master of Colour"的角色，到幾何拼配，再到不同尋常的材料混搭。這些主導驅動力依然是建築結構的基本元素。此外，紐約精品店裡還能找到其它元素，例如via Condotti大街店的大門，象徵了進入寶格麗世界的入口，此外也代表著該品牌對和諧與

"A visit to a Bulgari boutique is like a trip to a contemporary art museum"

美感的追求；例如宇宙秩序之星，自上世紀四十年代起，便標誌性的閃耀在寶格麗上。"羅馬與紐約共融，為大蘋果城帶來一抹色彩。"對於這個將現代化作為其獨特標誌的城市，Peter Marino採用了當代奢華設計理念。對於具有如此規模的專案而言，從最初的創意階段，到最終亮相，需要至少兩年的時間。其中需要持久的投入、激情和責任，此外還需要極為高效的時間安排。在達成最終效果之前，每個新的設計安排都需要經過材料、比例、表面質地、調試原型的測試，之後才能具有將創意變成現實的能力。有幾點值得一提"，Silvia Schwarzer繼續說："一是在裝飾門面時與Crown Building（皇冠大廈）之間的關係，此處用到了更淺的色調和明亮的材料，例如入口處的拉薩大理石馬賽克，共計七十萬塊，手工安裝；二是青銅表面和某些獨特的義大利設計部件，例如原本安裝在羅馬Hotel Parco dei Principi（王子公園賓館）舞會大廳的兩盞吊燈，由Gio Ponti設計並由Arredoluce在上世紀六十年代初生產，專門為本精品店而購買並修復。義大利二十世紀歷史設計這個關鍵主題突出體現在Albini和Ico Parisi、Borsani和Mangiarotti的桌椅中。"這裡擺放著Borsani四十年代的傢俱，此外還有Buffa同時期的邊櫃。不同時期的日光晾曬核桃木地板完全在義大利製作，此外還有精湛的書式切割大理石，這種方式能夠確保接縫處的紋理連續性，最後還有樓梯的巧妙構造，以Carlo Scarpa在上世紀五十年代為巴勒莫Palazzo Abatellis設計的樓梯為原型。在寶格麗的贊助下，Paolo Veronese（保羅·委羅內塞）十六世紀的兩幅畫作再次顯現原本色彩，並將在店鋪中臨時展出。

此外，年底開張之後，還可以看到Andy Warhol（安迪·沃霍爾）的三幅複製品，早在七十年代末，他便是該品牌的積極支持者，曾經出席1970年位於Hotel Pierre的寶格麗首家紐約店鋪開幕儀式。Andy Warhol曾留下過一段與這個義大利品牌有關的著名句子："逛寶格麗店鋪就像參觀當代藝術博物館"。Warhol甚至提出用幾幅作品與Nicola Bulgari交換珠寶，但是卻被後者拒絕了，如今提到這件事時，Nicola臉上還會帶著一絲微笑。"門面以上世紀三十年代的一串手鐲為靈感源泉"，Silvia Schwarzer繼續說："因此需要與珠寶創意團隊共同對珠寶進行比例研究，至少製作過十多個原型，最後才達成了寶格麗和Peter Marino在表面質地與光澤度方面需要的最終效果。精湛施工與最初的創意和設計一樣重要。在供應商選擇上，施工落實的能力與手工技術水準是兩個關鍵方面。為紐約製作的首個特製珠寶系列誕生於上世紀七十年代，充滿膽識以及自由和試驗的精神。如今，作為對紐約神奇能量的全新禮贊，新的產品系列再次以該時期為靈感源泉，同時向美國普普藝術和塗鴉藝術致敬，其中混合了與永恆之城及其珠寶之間的聯繫。以七十年代為靈感源泉的項鍊從羅馬來到此處，採用孔雀石和綺瑪瑙或青金岩與珊瑚的非常搭配。星條式珠寶影射美國國旗，其中包括一條密鑲鑽石與坦桑石和碧璽相間的項鍊。粉金和密鑲鑽石的手鐲設計令人出乎意料且新穎，讓人想起翠貝卡區佈滿塗鴉的牆壁。頸圈和長項鍊的設計也展現了同樣的活力美學。"

Silvia Schwarzer提到"Larger than Life 超越生命本身"，這恐怕是寶格麗最美的一條主張。"這個Capsule系列專門獻給紐約，由Nicola Bulgari設計，體現了永不過時的理念，介於傳統與創新之間。它成功的結合了古代罕見錢幣等標誌性元素與以普普藝術為靈感源泉的當代珠寶設計。在其中的一款產品中，青金岩、珊瑚和密鑲鑽石鑲嵌在美國1807年的一枚錢幣中，僅此一件，具有不同尋常的圖像表現力。"

Silvia Schwarzer認為，全新的紐約店鋪設計超凡脫俗。該店鋪設計靈感取自各不相同的文化源泉，選擇其中最佳要素，互相之間和諧結合，回聲般的展現寶格麗在羅馬的身份：位於via Condotti大街的店鋪百餘年來將永恆之城的藝術史與寶格麗標誌圖案及其V形相結合。寶格麗品牌形象因愉悅生活的精神而真正綻放，這是總是展露在陽光下的義大利首都的特色所在，如今，在第五大道的新店設計中再次顯現。這是以不斷超前的未來主義視角對義大利歷史和設計的持續引用。"該理念採用奢華而當代的開發計畫"，Silvia Schwarzer總結說："涉及全球所有精品店，因此也包括美國市場。在美國，芝加哥精品店近期完成改造，此外2017年底將在波士頓Newbury Street開設新店。作為期望成為美國家喻戶曉品牌的本公司而言，美國是一個重要市場。"



ANDREW COTTO

"Much of my inspiration comes from New York City itself", *confirms US author Andrew Cotto, the talent behind* The Domino Effect *and* Outerborough Blues: a Brooklyn Mystery, *who also writes for the* New York Times *and* The Huffington Post. "Although, if you know where to look for them, there are sensory suggestions and narrative tips everywhere. It's possible to capture all those conflicts, those kinds of oppositions that you need to create a story. New York is crowded, turbulent and dynamic. I'm a curious person. I like to try new things, especially in human and cultural terms. This is my approach as a storyteller. When I started writing seriously, I was almost thirty-five, and I already had a career in the entertainment industry under my belt. For the first five years I concentrated solely on novels. Then I came up with the idea of writing an article, a kind of investigation into the extreme level of development in Brooklyn, without knowing by whom and where it would be published. My agent managed to get it into the New York Times, and I've been collaborating with them since. I love the immediacy of journalism, and how it allows you to get deeply involved in a variety of topics. For me, Bulgari embodies elegance, luxury, what it is to be Italian. The brand sits perfectly on Fifth Avenue and, in many ways, connects very significantly both with the United States and especially with New York, where it fully represents the best that the world has to offer. It's worthy of mention that Bulgari is well-established in the US, a well-known, popular name. The recent reopening of the store on Fifth Avenue symbolically shortens the distance between Italy and the United States once more. I belong to a second generation of Italian-Americans, but I like to think more of myself as an American-Italian. My identity is something which goes beyond my ancestral roots. I've never written about my family. The novel I've just finished", *concludes Andrew Cotto,* "is largely focused on precisely that. It's about someone who comes from the United States to live in Italy, looking to create their own personal identity as an American-Italian".

The recent reopening shortens the distance between Italy and the United States

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"제 영감의 대부분은 뉴욕이라는 도시, 그 자체에서 비롯됩니다." 〈The Domino Effect〉와 〈Outerborough Blues: a Brooklyn Myste〉의 저자이자 뉴욕타임스 및 허핑턴포스트에 기고하는 미국 작가 앤드류 꼬또(Andrew Cotto)는 확신한다. "어디에서 찾아야 하는 지만 안다면, 감각적인 묘사와 이야기 서술의 팁을 도처에서 찾을 수 있습니다. 스토리 구성에 필요한 모든 종류의 갈등과 반대 상황을 포착하는 것이 가능하죠. 그만큼 뉴욕은 복잡하고 역동적이며 격변하는 곳입니다. 저는 호기심이 많고 특히 인간과 문화라는 관점에서 새로운 것을 시도하는 것을 좋아합니다. 이것이 스토리텔러로서의 저의 접근법입니다. 본격적으로 글을 쓰기 시작했을 때, 저는 35세 정도였고 이미 엔터테인먼트 업계에서 경력을 쌓은 상태였습니다. 처음 5년 동안은 소설에만 집중하다가 문득 브루클린의 극적인 발전 등을 주제로 한 기획기사를 써보고 싶다는 생각이 들었습니다. 출판사나 배포처를 알지 못하는 상황에서 저의 에이전트는 가까스로 저를 뉴욕타임스와 연결해주었고 그 후 함께 일하고 있습니다. 저는 저널리즘의 신속성과 다양한 주제에 깊이 관여할 수 있는 점을 좋아합니다. 불가리는 저에게 있어 우아함, 호화로움, 이탈리아인의 진수의 상징입니다. 이 브랜드는 5번가에 완벽하게 자리잡고 있으며 미국, 특히 세계 최고를 여러 면에서 대표하는 뉴욕과 잘 어울립니다. 불가리는 미국에서 잘 알려진 이름이 되었습니다. 최근 5번가의 매장을 재개장하면서 이탈리아와 미국 사이의 상징적인 거리가 또다시 가까워졌습니다. 저는 실제로는 이탈리아계 미국인 2세지만, 제 자신을 미국계 이탈리아인이라고 생각하고 있습니다. 제 정체성은 단순한 조상의 뿌리가 아닌 그 이상의 의미를 지닙니다. 저는 제 가족에 대해 한 번도 쓰지 않았지만 최근 완성한 소설은 바로 가족에 주로 초점을 두고 있습니다. 미국에서 이탈리아로 이주한 사람들에 대한 이야기로, 미국계 이탈리아인으로서 자신의 정체성을 찾으려는 사람들에 대해 다루고 있습니다."

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"我的許多靈感恰好來自於紐約市"，美國作家Andrew Cotto介紹說，他是《The Domino Effect》和《Outerborough Blues: a Brooklin Mystery》的作者，同時也曾與《New York Times》及《The Huffington Post》合作。他說："說實話，如果能保持高專注力，總是能有動人感受，到處都有小故事。你肯定能發現所有的糾紛，各種類型的對立，你需要用它們來創作故事。紐約擁擠、生動、充滿活力。我是一個好奇的人。我喜歡嘗試新鮮事物，特別是在人文和文化領域。這種姿態是我講故事的特點。當我決心開始認真寫作的時候，那時我大概三十五歲，已經在戲劇界工作多年。最開始的五年裡，我只是專心寫作小說。後來我想寫一篇文章，探尋布魯克林為什麼會如此驚人的發展，但是卻不知道如何出版它。我的經紀人成功把它推送給了《New York Times》，從那以後我一直參與報紙合作。我喜歡新聞行業，因為它具有即時性，同時能夠深入鑽研不同話題。對於我而言，Bulgari代表著典雅、奢華、義大利特性。它非常適合第五大道，從很多角度說，它與美國、特別是紐約都有著深刻連接，這個世界最卓越的一面都能在紐約找到。Bulgari很早就已進入美國市場，在這裡廣為知曉，這是非常重要的一點。第五大道新店開張象徵著美國和義大利之間的距離再一次縮短。我是第二代義大利裔美國人，但是我更願意把自己當作美裔義大利人。我的個人身份已經超越了我的祖籍。我從來沒有寫過我的家庭。我剛剛完成的小說，Andrew Cotto總結說："大部分都恰好涉及這個主題。它的主人公從美國前往義大利生活，期望建立真正屬於自己的美裔義大利人的身份感"。



LAUREN REMINGTON PLATT

Sophisticated and decidedly WASP, *but in an undeniably young and dynamic way; Lauren Remington Platt embodies a certain stylistic charm and a distinctly New York vibe. With a degree in Economics from Columbia University, Lauren initially worked as a hedge fund analyst and strategic consultant for a Brazilian fashion brand. A few years ago, with innovative vision, she founded Vênsette, the company of which she is now CEO, to offer a high-end, on-demand beauty service, in which the most professional hairdressers and make-up artists visit clients in their own homes.* "I owe a lot to my years at Columbia College. I think that New York City", *confirms Remington Platt, whose aim is to change and bring power to the female image in the media,* "is the ideal place to live for young people in their early twenties - it offers so much in terms of career opportunities, the perfect way to identify right from the very beginning the road they wish to take, and to gain practical experience. I grew up in New York, it's truly the best place to learn - and above all to make mistakes - quickly. A city and books are my substrate: *Eugene Onegin* by Aleksandr Pushkin, *On the Road* by Jack Kerouac and *Too Big to Fail – Inside the Battle to Save Wall Street*, by Andrew Ross Sorkin". *On a more narrative front, of her own character and how she would define her style, her aesthetic attitude, Lauren Remington Platt says:* "Classic and efficient. I don't like to wear anything too ostentatious. You could say my signature look is jeans and a blazer with high heels, versatile and perfect for both day and evening, on those days when my professional schedule is so jam packed that there's no time to go home and change. What particularly interests me about Bulgari is the strongly intellectual approach of this legendary jewellery brand, especially through collaborations with fundamental creative figures of our time. I loved the Bzero1 Collection designed by Zaha Hadid, whose visionary geometric vocation has always enthralled me. I attended the presentation of her building in Chelsea. I believe that this type of venture spans a global angle and adds unexpected design dimensions to the history of brands with articulated and important heritage such as Bulgari. My journey as an entrepreneur has taught me so much, I have had some indispensable mentors. By nature," *concludes Lauren Remington Platt,* "I am someone who enjoys taking risks, moving forward and tackling new things and new territories, but at the same time I have a conservative spirit and I do not renounce the legacy of tradition".

"I think that New York City is the ideal place to live for young people in their early twenties"

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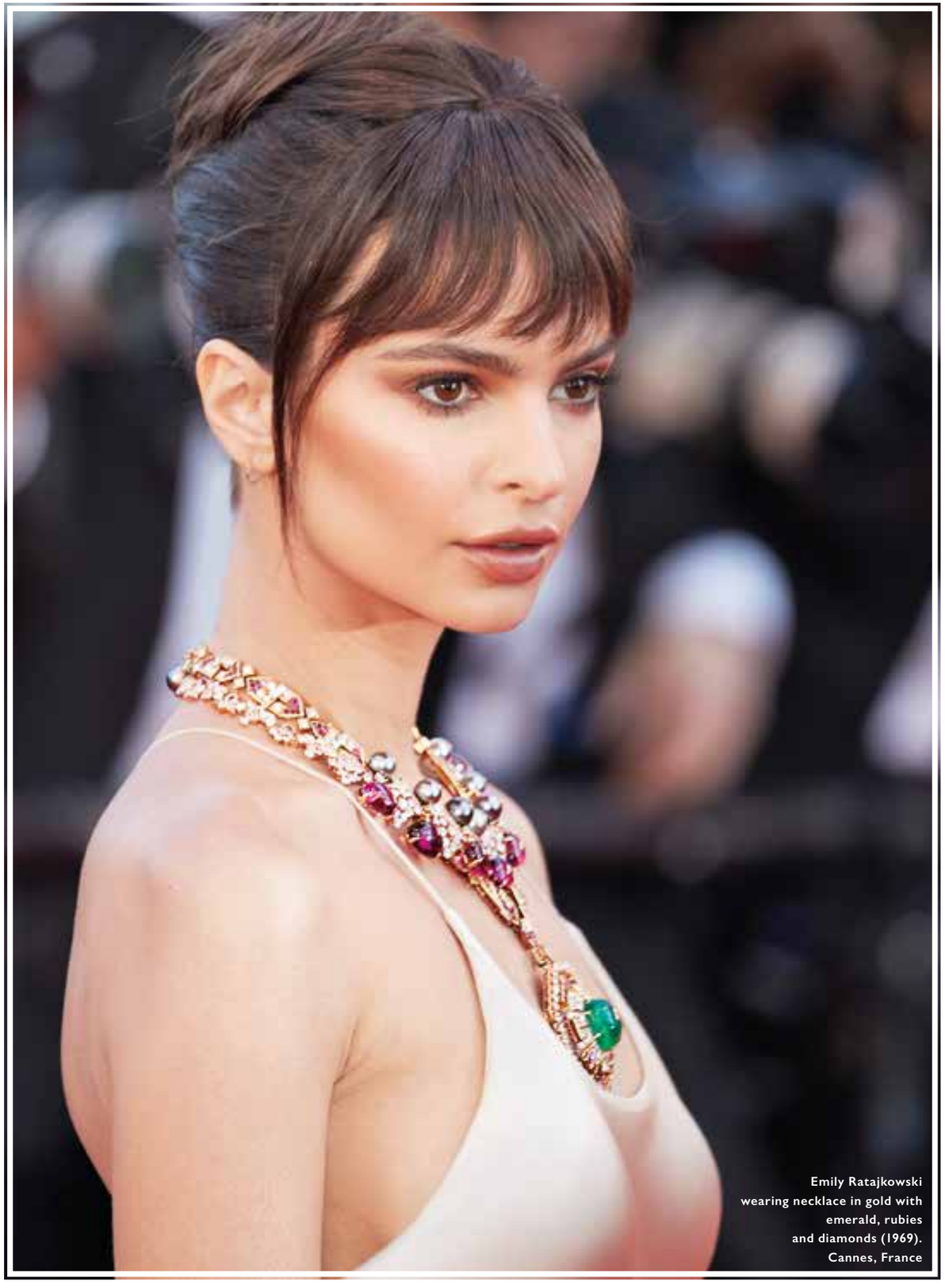
로렌 레밍턴 플랫(Lauren Remington Platt)은 젊고 활기차며 세련된 'WASP(미국 주류 지배계급)'의 고유한 스타일과 뉴요커 특유의 매력을 지녔다. 그녀는 컬럼비아 대학교에서 경제학을 전공한 후 헤지펀드 분석가이자 브라질 패션 브랜드의 전략 컨설턴트로 일했다. 그리고 몇 년 전, 그녀는 그녀만의 혁신적인 비전에 기반하여, 전문 헤어 디자이너와 메이크업 아티스트가 고객의 집에 직접 방문, 고객 맞춤형 하이엔드 뷰티 서비스를 제공하는 'Vênsette'를 설립했고, CEO로 재임 중이다. 언론에서 비춰지는 여성의 이미지를 바꾸고 영향력을 높이는 것이 꿈이라는 그녀는 말했다. "컬럼비아 대학교 시절이 많은 도움이 되었어요. 뉴욕은 20대 초반 젊은이들에게 이상적인 도시입니다. 수많은 취업 기회는 물론 자신의 진로를 결정하는 초기에 무엇이 옳고 그른지 판단할 수 있는 방법, 무엇이든 실제로 도전해볼 수 있는 기회 등을 제공하죠. 뉴욕에서 자란 제게 이 곳은 뭔가를 배울 수 있는 최고의 곳이며, 무엇보다도 실수를 하더라도 빨리 재기할 수 있는 곳이에요. 저는 도시와 책을 좋아합니다. 알렉산드르 푸시킨의 〈예프게니 오네긴(Eugene Onegin)〉, 잭 케루악의 〈길 위에서(On the Road)〉, 앤드루 로스 소킨의 〈대마불사 – 금융위기의 순간 그들은 무엇을 선택했나(Too Big to Fail Inside the Battle to Save Wall Street)〉를 특히 좋아하죠." 그녀는 스스로의 스타일과 미적인 관점을 다음과 같이 정의했다. "클래식하고 실용적입니다. 저는 너무 과한 스타일은 좋아하지 않아요. 제 시그니처 스타일은 청바지와 블레이저에 하이힐을 매치하는 것입니다. 낮밤을 가리지 않고 어떤 자리에도 잘 어울리거든요. 스케줄이 너무 많아 집에 가서 옷을 갈아입기가 힘든 날에 특히 도움이 됩니다. 불가리의 가장 흥미로운 점은, 이 전설적인 주얼리 브랜드가 동시대 디자이너들과 콜라보레이션을 통해 매우 지능적인 접근 방식을 취하고 있다는 거에요. 저는 자하 하디드가 디자인한 비제로원 컬렉션을 매우 좋아합니다. 그녀의 기하학적인 표현방식은 언제봐도 정말 환상적입니다. 저는 첼시에 있는 그녀의 빌딩 프레젠테이션에도 참석했어요. 이런 모험과도 같은 시도를 통해 불가리처럼 전설적이고 역사적으로 중요한 브랜드들이 완전히 새로운 디자인 관점을 획득할 수 있다고 생각합니다. 저는 기업인으로서 많은 것들을 배웠고 존경스러운 멘토들도 만날 수 있었습니다." 로렌은 다음을 끝으로 인터뷰를 마쳤다. "기본적으로 저는 도전을 즐기는 사람입니다. 앞장서서 새로운 것들을 받아들이고 적극적으로 새로운 영역을 개척하죠. 반면 보수적인 면도 있어서 전통을 중시하기도 합니다."

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考究且帶有鮮明的WASP風格，但以極為年輕且充滿活力的方式呈現，Lauren Remington Platt如此展現特殊的時尚風格和紐約味十足的情緒。Lauren早先在哥倫比亞大學學習經濟學，之後在對沖基金擔任金融分析師，並曾為一家巴西時尚品牌擔任戰略諮詢，幾年前，她憑藉創新眼光，成立了Vênsette並擔任其CEO，該公司提供最優秀的點選式美容服務，高水準髮型師和化妝師提供上門服務。意欲改變並提升女性媒體形象的Remington Platt說：“我特別需要感謝在哥倫比亞大學的那些年。我認為，紐約是二十歲左右年輕人生活的理想場所，主要原因在為它提供許多不同的工作機會，幫助你儘快找到想要從事的道路，並獲得實地經驗。我並不是在紐約長大的，但是這裡是快速學習——特別是犯錯——的最佳場所。我的成長基礎來自一座城市和幾本書：亞歷山大·普希金的《葉甫蓋尼·奧涅金》、傑克·凱魯亞克的《在路上》和Andrew Ross Sorkin的《Too Big to Fail》”。談到自己的過去、自己的性格特點、如何定義自己的風格、美學態度等問題時，Lauren Remington Platt說：“經典而高效。我不喜歡穿過於招搖的服裝。可以這麼說，我喜歡的造型是牛仔褲配西裝外套和高跟鞋，無論是白天還是晚上都靈活且完美，因為我的工作繁忙，因此甚至常常無法回家換衣服。Bulgari最讓我感興趣的一點是，這個傳奇珠寶品牌的切入點非常有想法，例如：與如今關鍵創意人士之間的合作。我喜歡Zaha Hadid設計的Bzero1系列，她充滿瞻性的幾何手法總是能夠吸引我。我曾經參與她在切爾西辦公樓的剪綵。我認為，這種合作能夠徹底打開全球視角，在Bulgari這樣擁有鮮明重要傳統的品牌的歷史上增添出乎意料的設計維度。我的創業活動教給我許多道理，我有一些非常重要的導師。從本性上說”，Lauren Remington Platt總結道：“冒險、前行並不斷應對新鮮疆土對我來說是一件充滿樂趣的事，但同時我也相當保守，不會放棄優良傳統。”

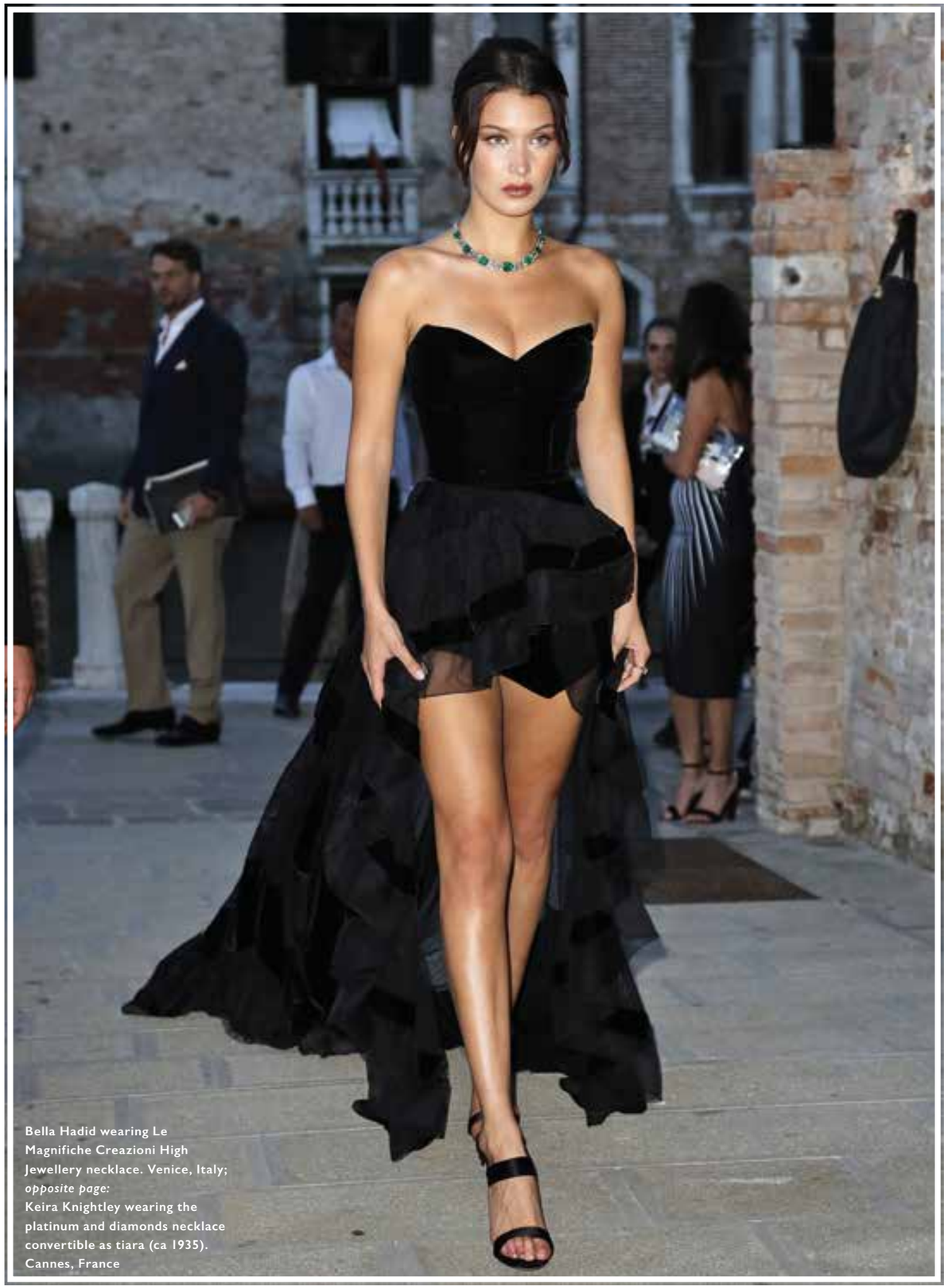


BEAUTIFUL IN BVLGARI

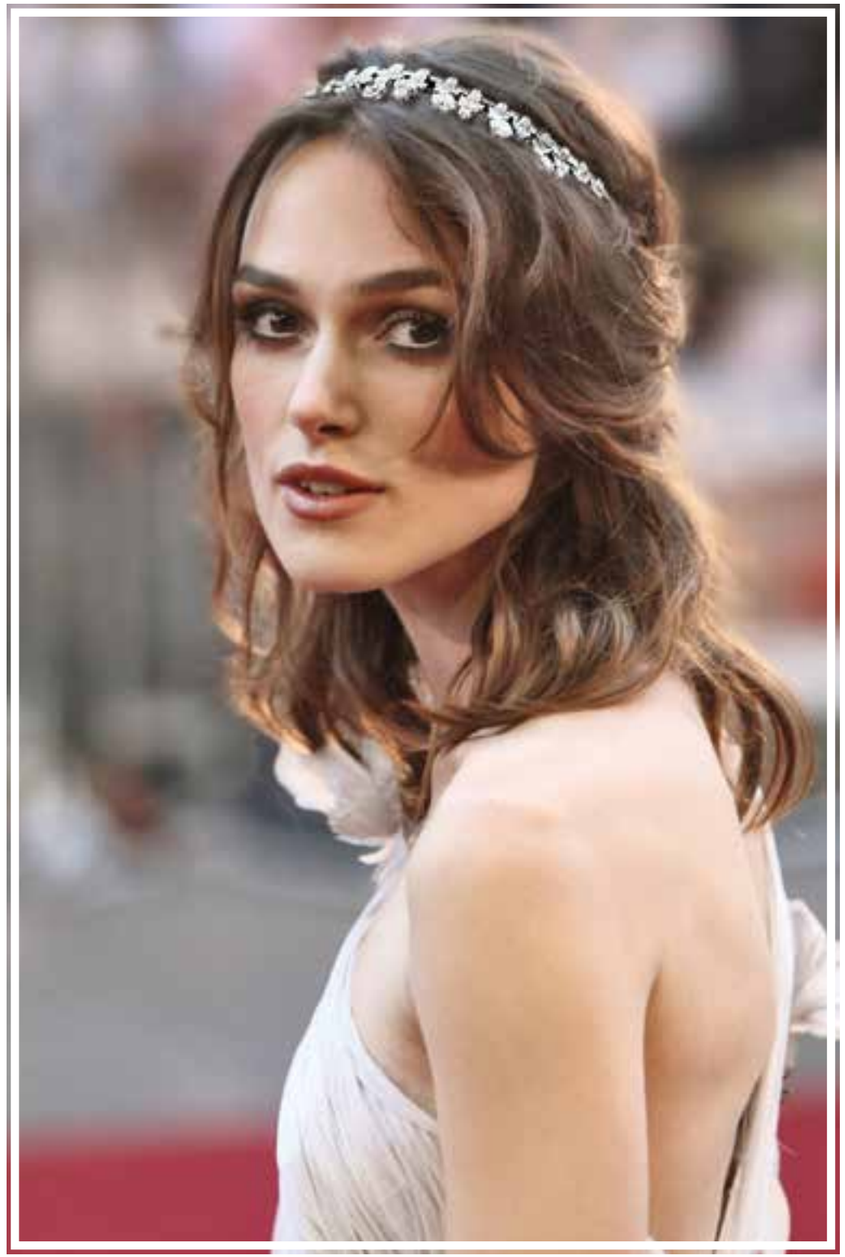


Emily Ratajkowski
wearing necklace in gold with
emerald, rubies
and diamonds (1969).
Cannes, France

Bella Hadid wearing Serpenti High Jewellery necklace and bracelet. Cannes, France



Bella Hadid wearing Le Magnifiche Creazioni High Jewellery necklace. Venice, Italy;
opposite page:
Keira Knightley wearing the platinum and diamonds necklace convertible as tiara (ca 1935). Cannes, France



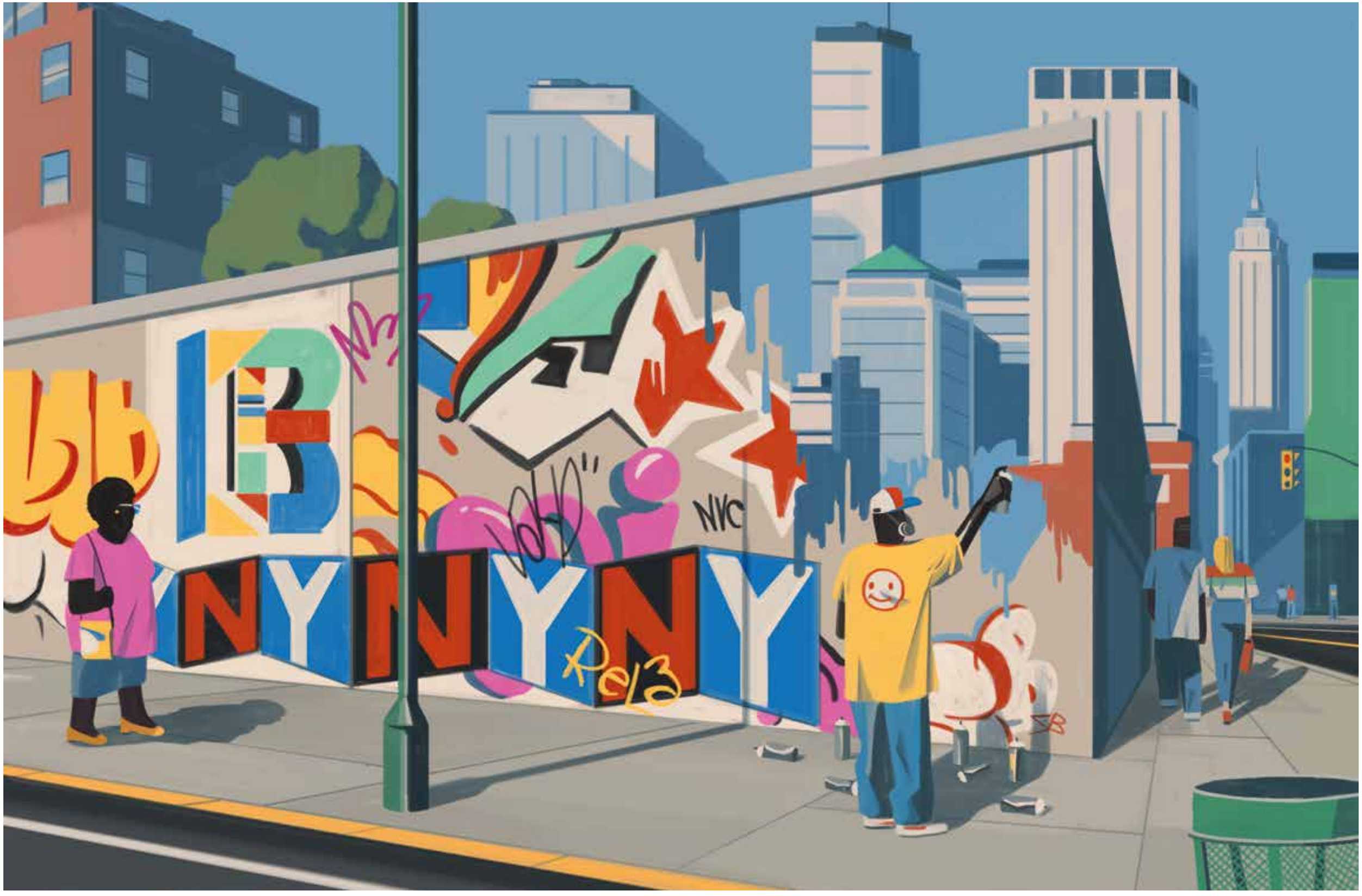
Lily Aldridge wearing Color Treasures High Jewellery necklace. Venice, Italy

AMERICAN POSTCARDS

illustrations **Emiliano Ponzi**






NYNYNY
NYC



MY LOVE, MY DIVA

photography **Michael Avedon**



DIVAS' DREAM earrings, necklace and bracelet; jacket Francesco Scognamiglio; trousers Greta Boldini

DIVAS' DREAM ring
and necklace;
jacket Mangano;
blouse Patrizia Pepe

DIVAS' DREAM earrings,
necklace and bracelet;
jacket Madame Pauline Vintage;
skirt Stefano De Lellis;
opposite page:
DIVAS' DREAM sautoir and
contraire ring;
jacket Madame Pauline Vintage;
trousers Greta Boldini;
belt stylist own

DIVAS' DREAM necklace;
coat Mangano;
opposite page:
DIVAS' DREAM necklace
and earrings;
top Alexis Mabille

DIVAS' DREAM necklace;
opposite page:
DIVAS' DREAM necklace
and bracelet;
coat and dress Greta Boldini;
shirt Salvatore Ferragamo

Photographer's assistant
Riccardo Ferri;
Stylist
Ellen Mirck;
Stylist assistant
Edvige Valdameri;
Hair stylist
Andrew Guida @ closeup;
Make-up
Laura Stucchi @ closeup;
Special thanks to
Costanza Maglio and
Josephine Goverts;
Location
Erreci Studio;
Post Production
Alessandra Distaso;

Model
Serena Amirante @ Img

CHRISTMAS MAGIC FACTORY

photography **Gianuzzi & Marino**



Serpenti Viper rings; Serpenti thin bracelet and necklace



LVCEA watches





"Serpenti Forever" flap cover bags

B.zero1 Design Legend pendant,
four-band and three-band rings;
B.zero1 bangle bracelet; B.zero1
Perfect Mistake three-band ring



GOLDEA THE ROMAN NIGHT
Eau de Parfum; "Serpenti Forever" wallets and mini bag; Serpenti sunglasses

DIVAS' DREAM rings, necklaces
and watch

Diagono sunglasses;
OCTO FINISSIMO
AUTOMATIQUE watch;
Black "Winter Stars" shelley;
opposite page:
"Winter Stars" tie;
OCTO ROMA watch;
MAN IN BLACK ESSENCE
Eau de Parfum;

Set designer
Studio Tiche;
Post Production
Gianuzzi & Marino





ONE NIGHT IN NEW YORK

If just one remarkable high society dance was to be remembered for posterity, it would possibly be the Black and White Ball held on 28th November 1966, in the lavish ballroom at the Plaza Hotel, New York City, hosted by Truman Capote in honour of Katharine Graham. This writer and feared social commentator was then at the height of his unparalleled career and success. No simple social event, this was a beacon of vanity with fiction-style twists that became the most exclusive, elegant and memorable party of the 20th century, thanks to a distilled melange of five hundred black-and-white-attired guests who formed a mathematical equation drawn up on a draconian list. It mixed high society, royal highnesses (with and without crowns) and the moneyed aristocracy, key figures from various sectors, heiresses, established and emerging stars of Hollywood. All that had gone before that night seemed to instantly pale in comparison with this unprecedented view of society. Leo Lerman wrote, "A ball that was one of Capote's masterpieces. A production on a par with his best stories." *Truman spent the entire summer beforehand writing down names that often then had a thick black line drawn through them, an amazing line-up of humanity and society. After that night at the Plaza, once all the masks came off, Capote was no longer the same. Ambiances, social and aesthetic concepts, surprising and even contrasting contributions formed the glorious backdrop for Capote's so-called* Swans. *The female epitome of unequalled allure: Slim Keith, Gloria Vanderbilt, Marella Agnelli, and the aristocratic WASP rarefaction of the favourite, Babe Paley: An Olympus of perfection undermined by the subversive new glamour of Mia Farrow and the swinging London sensuality of Penelope Tree.*

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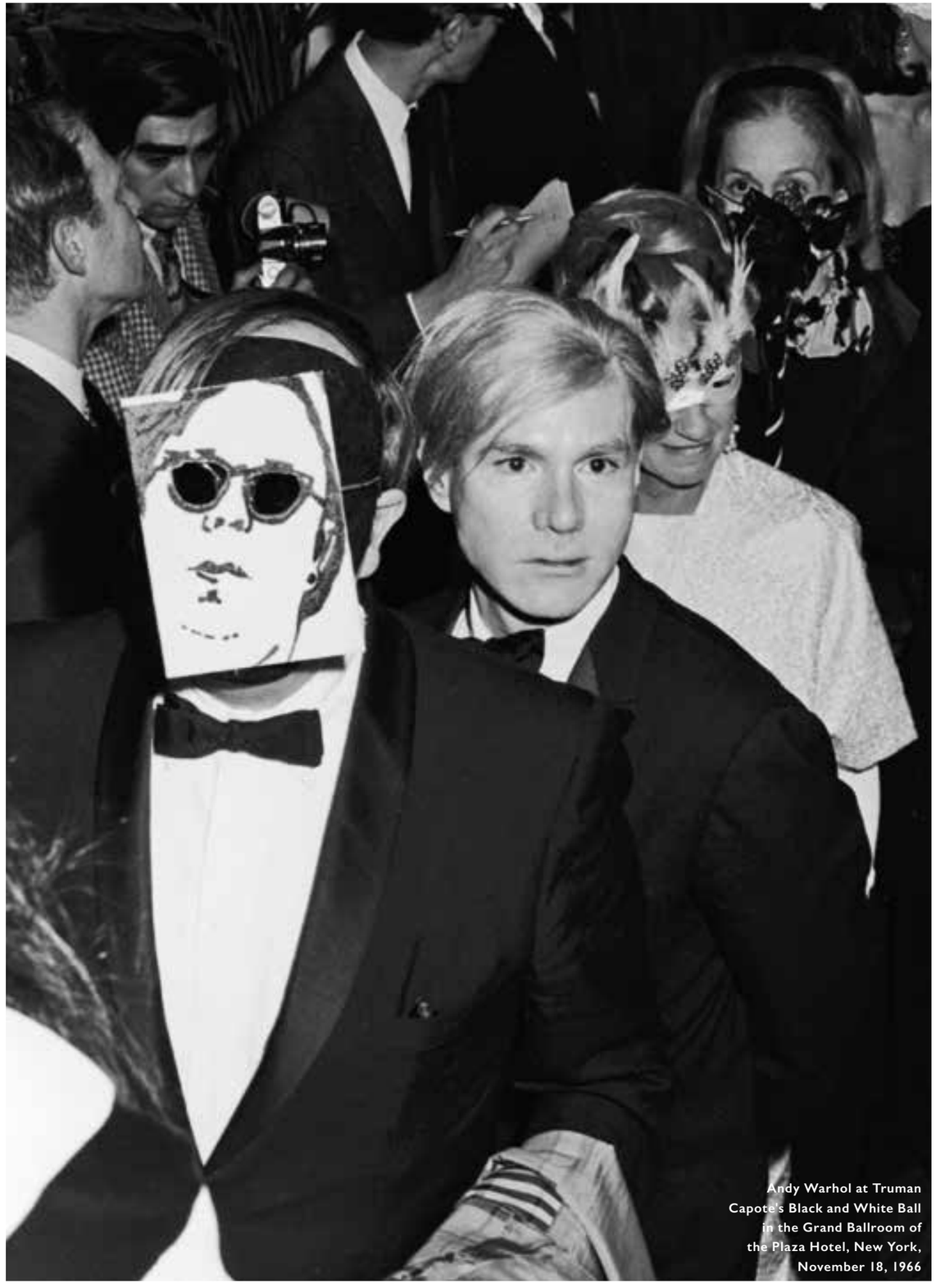
후대에 기억될 단 하나의 사교 댄스 파티가 있다면, 그것은 아마도 1966년 11월 28일, 캐서린 그레이엄을 기리기 위해 트루먼 카포티가 뉴욕 플라자 호텔의 화려한 볼룸에서 개최한 '블랙 앤 화이트 무도회'일 것이다. 작가이자 존경받는 사회 평론가였던 그는 당시 커리어의 정점을 달렸다. 이 파티는 단순한 사교 행사가 아니라, 20세기의 가장 고급스럽고 우아하며 인상적인, 픽션의 흥미로운 요소가 가미된 화려함의 상징이 되었다. 이는 마치 수학 공식처럼, 엄정하게 선별된 블랙 앤 화이트 차림의 500명의 게스트 덕분이었다. 파티에는 사교계 인사, 왕족과 부유한 귀족, 다양한 업계의 주요 인사들, 상속녀들, 할리우드의 유명 배우와 떠오르는 신예 스타들이 한자리에 모였다. 파티는 이전에 있었던 수많은 파티들이 빛을 바랠만큼 전례없이 호화로웠다. 레오 러먼은 다음과 같이 묘사했다. "이 댄스 파티는 카포티의 명작 중 하나다. 그가 쓴 최고의 이야기들과 견주어도 전혀 손색이 없을 정도였다." 트루먼이 여름 내내 고심한 끝에 선별한 초청객들은 사회와 사교계를 대표하는 사람들이나 다름없었다. 파티가 끝나고 모든 가

"A ball that was one of Capote's masterpieces. A production on a par with his best stories"

면이 벗겨지는 순간, 카포티는 더 이상 예전의 그가 아니었다. 사뭇 대조적이기까지 한 다양한 인사들의 참여로 만들어진 그 날의 사회적, 미적인 분위기는 훗날 소위 '백조'라 불리게 되는 그의 무리를 형성하는 결정적인 계기가 되었다. 슬림 키이스, 글로리아 밴더빌트, 마렐라 아넬리, 그리고 백인 사교계가 가장 사랑한 베이브 페일리 등의 매력적인 여성들이 이에 속해있었다. 이후 새로운 매력을 가진 미아 패로우, 런던 출신의 활기차고 관능적인 모델인 페넬로페 트리가 그녀들의 자리를 위협하기도 했다.

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在眾多具有非凡影響力的世俗舞會中，如果未來只想銘記其中的一場，也許，其中鶴立雞群的一場，關於它的無盡故事能夠概括其它所有，那麼，一定會是1966年11月28日在紐約Hotel Plaza的奢華舞廳舉辦的那場晚會。這就是Truman Capote為Katharine Graham舉辦的Black and White Ball（黑白舞會）。當時，這位作家兼令人敬畏的社會批評家正處在事業巔峰，享受著前所未有的成功。這次舞會並不是一個簡單的社交場合，而是充滿傳奇色彩的名利場篝火晚會。當然，憑藉精挑細選的五百名賓客，它已成為二十世紀最尊貴、最典雅、最值得銘記的慶祝活動，當然，所有人都身著黑白，而這群出乎意料的人則是以數學方式從一份嚴苛的名單上選出的，囊括了社會名流、當時仍在位或被廢黜的皇族成員、大富大貴、各個領域的關鍵人物、富家女、好萊塢明星和新興人物。在那一時刻、那個令人驚詫的夜晚之前所出現的一切，與這次構思獨特的社交活動相比，全都黯然失色。就像Leo Lerman寫道的：“這次舞會是Capote的重要作品之一。可以與其最美麗的故事相媲美。”之前的整個夏天，Truman都在擬定賓客名單，試圖譜寫目標社會的人物樂章，寫好之後的名字常常會被整片劃掉。Plaza的那個夜晚，所有的面具都被摘掉，Capote也不再是以前的那個Capote。借助環境、社交和美學構思、精美而充滿對比的設施，構成了極端造神運動的畫卷，烘托出被Capote稱為Swan（天鵝）的那些女人。魅力無法阻擋的傑出女性：Slim Keith、Gloria Vanderbilt、Marella Agnelli、擁有稀少特權貴族氣息的Babe Paley。好似完美的奧林匹斯山眾神聚會，其中還安插了新貴反叛人物Mia Farrow和充滿搖擺倫敦風情的Penelope Tree。



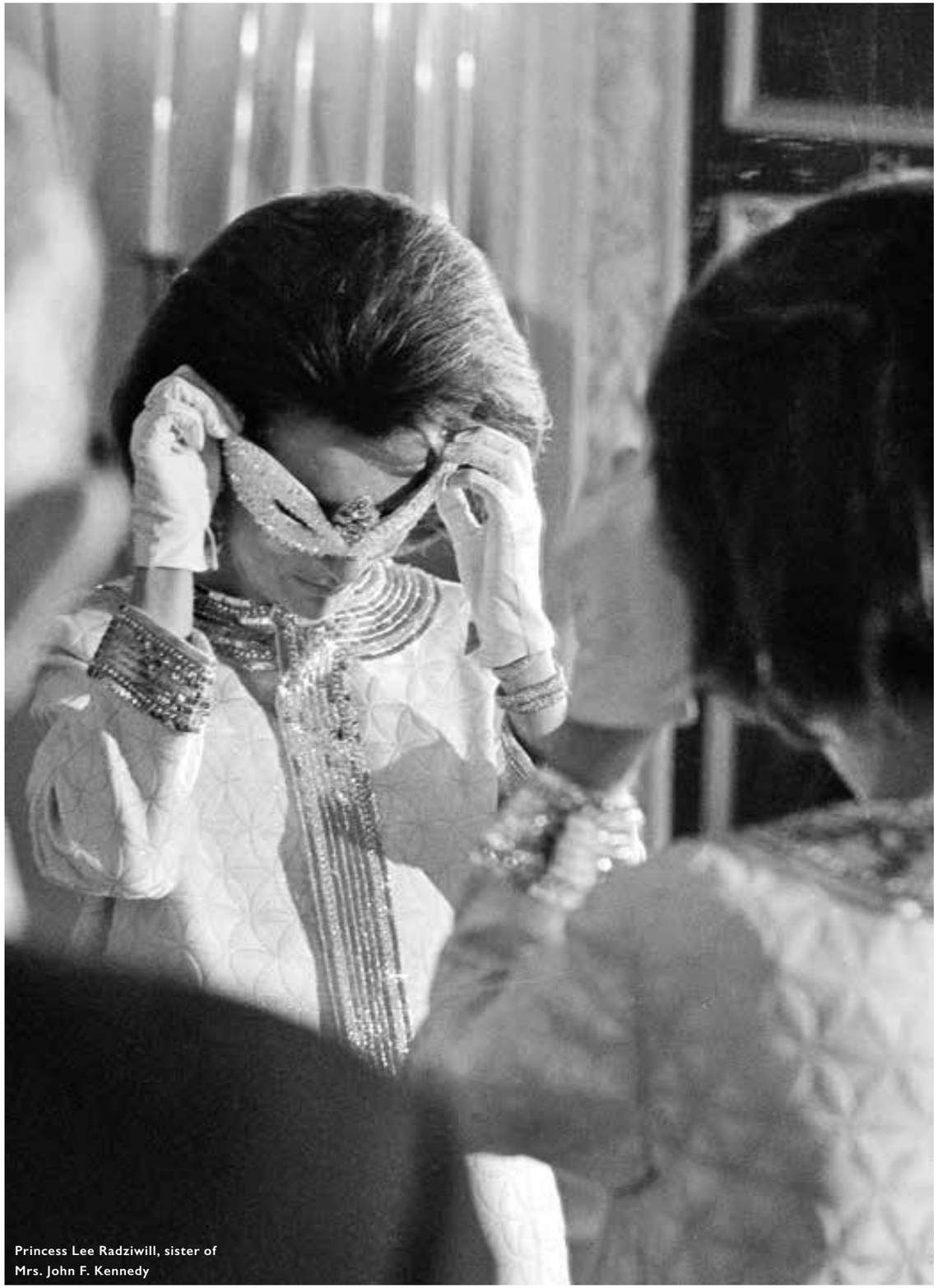
Andy Warhol at Truman Capote's Black and White Ball in the Grand Ballroom of the Plaza Hotel, New York, November 18, 1966



The most exclusive, elegant
and memorable party of the 20th century



Mia Farrow and Ted Sorenson
opposite page:
Penelope Tree



Princess Lee Radziwill, sister of
Mrs. John F. Kennedy





If one high society dance was to be remembered for posterity, it would be the Black and White Ball held on 28th November 1966



Truman Capote dancing with Marilyn Monroe
opposite page:
Mia Farrow and Frank Sinatra

HOW MANY PARTIES!

photography **Alexander Beckoven**

Celebration is life, joy, happiness. In one moment, be it day or night, the energy catalyses and transforms into beauty. Expectation and joy, amazement and curiosity, dresses and jewels, and the pleasure of being together: a waltz of fun and euphoria. Celebration is also in those little Italian hamlets, piazzas, extravagant weddings overflowing with flowers and fruit, a true joy to behold: there is no land, there is no stage, no movie set, able to create a party atmosphere like Italy can. From the glory of Rome to the wonder of Venice – the entire country is a party venue, for a social event or a simple Sunday in the countryside lounging on the grass, with the town band, or two violins on a square in a medieval hamlet suspended in time and colour. A celebration can become a story, make literature, an explosion of wonder, capable of winning over time and becoming legend. The twentieth century, not to mention the previous centuries, saw many momentous celebrations, many of them costume. From the solemn festivities of the last European courts, to those of Paul Poiret and the Marchesa Casati, events of exoticism and sorcery. From the sumptuous entertainment offered by the Florio family in Palermo, to Etienne de Beaumont's inexhaustible talent as a metteur-en-scene *in the age of Jazz – but when it comes to parties, Venice remains legendary over any other city worldwide: The eighteenth-century lavishness of the spectacular night hosted by Charlie de Beistegui at his Palazzo Labia home on 3 September 1951, synthesized the reinvention of a lost world, taken up by Guy and Marie-Hélène de Rothschild's* Bal Proust *at Paris's Hotel Lambert in 1971.*

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파티는 삶이고 기쁨이며 행복이다. 낮이든 밤이든, 파티를 통한 축하는 에너지를 아름다움으로 변화시키는

A celebration can become a story, make literature, an explosion of wonder capable of winning over time

행위이다. 기대와 즐거움, 놀람과 호기심, 드레스와 보석, 그리고 함께 하는 기쁨은 곧 유쾌함과 행복의 왈츠이다. 또한 파티는 작은 마을, 광장, 꽃과 과일로 화려한 결혼식 등 다양한 때와 장소에서 진정한 기쁨을 표현하는 이탈리아 특유의 방식이다. 그 어떤 나라도 이탈리아만큼 파티 분위기를 조성할 수 없고 무대나 영화 세트장도 이에 비할 바가 되지 못한다. 영광의 도시 로마부터 아름다운 베네치아에 이르기까지, 이탈리아는 나라 전체가 큰 사교 파티나 다름 없다. 혹은 중세시대, 작은 마을의 잔디밭에서 휴식을 취하며 광장으로부터 들려오는 마을 밴드나 바이올린의 연주를 듣는, 여유로운 일요일을 상기시키기도 한다. 파티는 그 자체로 화제가 되고, 문학에 영감을 줄 뿐 아니라 경이로움을 폭발시키고, 오래도록 기억에 남는 전설이 되기도 한다. 언제나 그렇지만, 20세기에는 특히 중대한 행사들이 많았다. 대부분은 패션과 밀접한 관련이 있었다. 마지막 유럽 인권 재판소의 엄숙한 분위기의 축제부터 폴 푸아레와 마르케사 카사티의 이국적이고 신비로운 행사에 이르기까지 다양한 성격을 지녔다. 팔레르모의 플로리오 가문이 제공한 호화로운 엔터테인먼트 파티와 재즈 시대, 에티엔 드 부몽이 연출가로서의 무한한 기량을 발휘한 파티 역시 중요한 의미를 지닌다. 그러나 파티 역사상 가장 전설적인 파티를 개최한 도시는 다름 아닌 베네치아다. 1951년 9월 3일, 라비아 궁에서 찰리 드 비스테기가 주최한 파티는 18세기의 화려함을 고스란히 재현해 잃어버린 세계를 재창조한 경이로운 순간이었다. 이 파티는 1971년, 파리의 랑베르 호텔에서 가이와 마리 엘렌 드 로스차일드가 주최한 프루스트 볼 파티에도 영감을 주었다.

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派對是生命、快樂、喜悅。在某一時刻，無論白天或夜晚，能量催化，並轉化成美。等待與喜悅、驚訝與好奇　、服裝和收拾，還有歡聚一起的快樂：　這是一曲愉快和歡欣的華爾滋。派對也是義大利的鄉鎮、廣場，一場充斥著絢爛鮮花和　水果的大型婚禮，真正的賞心悅目：沒有土地，沒有舞臺、電影拍攝現場，在義大利卻能營造出派對的氣氛。　從羅馬的榮耀，到威尼斯的神奇　－　全都是派對的場所，無論是一場社交活動，還是一個草地上的星期日，鎮上的樂隊也前來助興，亦或一個中世紀村鎮的廣場上兩把小提琴悠揚的樂聲，時間在這裡停滯，色彩在這裡凝固。一場派對可以成為一個故事，撰寫成文獻，所迸發的魅力能夠超越時間並變為神話。二十世紀，更不用說幾個世紀以前，見證了無數劃時代派對的盛況，尤其是其服飾。從歐洲宮廷新貴的隆重派對，到Paul Poiret和Marchesa Casati那些異國情調和魔幻的浪潮，從Florio家族在巴勒莫奢華的娛樂，到爵士時代Etienne de Beaumont無以倫比的戲劇導演現場教學 - 但說到派對，威尼斯則令全世界所有的城市望塵莫及：　Charlie de Beistegui於1951年9月3日在其寓所Palazzo Labia宮打造的令人眩暈的十八世紀盛大之夜，重塑了整個消失了的世界，以及Guy　和Marie-Hélène de Rothschild 1971年在巴黎Hôtel Lambert舉行的Bal Proust的情節。



Festa High Jewellery necklaces and bracelet;
from left to right:
dress Yolan Cris;
shoes stylist own;
emobroidery black dress
Givenchy by Riccardo Tisci

Festa High Jewellery necklaces, bracelets and earrings; dresses David Laport; shoes Paula Cademartori and stylist own





Festa High Jewellery earrings, ring and necklace; dress Maison Laura Mancini; shoes Giannico

Festa High Jewellery necklaces
dresses Maison Laura Mancini



Festa High Jewellery necklaces;
dresses Yolan Cris



Festa High Jewellery necklace
and ring; dress Maison
Laura Mancini

Festa High Jewellery necklace and ring;
dress Maison Laura Mancini;
opposite page:
Festa High Jewellery necklace;
dress and top stylist own

Serpenti High Jewellery necklace and bracelet; Festa High Jewellery necklace; dresses Maison Laura Mancini; shoes Giannico

Festa High Jewellery necklace;
dress Maison Laura Mancini

Photographer's assistant
Riccardo Ferri;
Stylist
Ellen Mirck;
Stylist assistant
Giulia Tabacchi;
Hair stylist
Loris Rocchi
@ closeup;
Hair assistant
Bruno Scantamburlo;
Make-up
Silvia Dell'Orto
@ facetoface;
Make-up assistant
Chiara Fedi:
Manicurist
Elena Stepaniouk @
facetoface;
Special thanks to
Costanza Maglio;
Location
Villa Sigurtà, **Verona**;
Post Production
Davide Cattelan;

Models
Laura Hanson
@ Elite Model;
Matilde Rastelli
@ Elite Model;
Emilia Josefin Arkensved
@ Img

HEADIN' NEW YORK CITY

New York City and Bulgari have been joined in a love story for at least four decades. Today, to mark opening of the new NY Temple, this romance is celebrated with creation of a capsule comprising thirty-three pieces of jewellery, inspired by the artistic energy of NYC in the seventies

CHAPTER 1

WE LOVE AMERICA

photography **Lino Baldissin**



Bulgari New York Collection
High Jewellery necklace



Bulgari New York Collection
earrings, bracelet and necklace

Bulgari New York Collection
necklace and bracelet



CHAPTER 2

VIBRANT ENERGY



Bulgari New York
Collection bracelet

Bulgari New York Collection
earrings and High Jewellery
necklace

Bulgari New York Collection High
Jewellery necklace

CHAPTER 3

GLORY FROM THE STREETS



Bulgari New York Collection
High Jewellery bracelet

Bulgari New York Collection
necklace

Bulgari New York Collection
bracelet



CHAPTER 4

FROM ROME TO NEW YORK



Bulgari New York Collection
High Jewellery necklace

Bulgari New York
Collection High Jewellery
bracelet and necklace

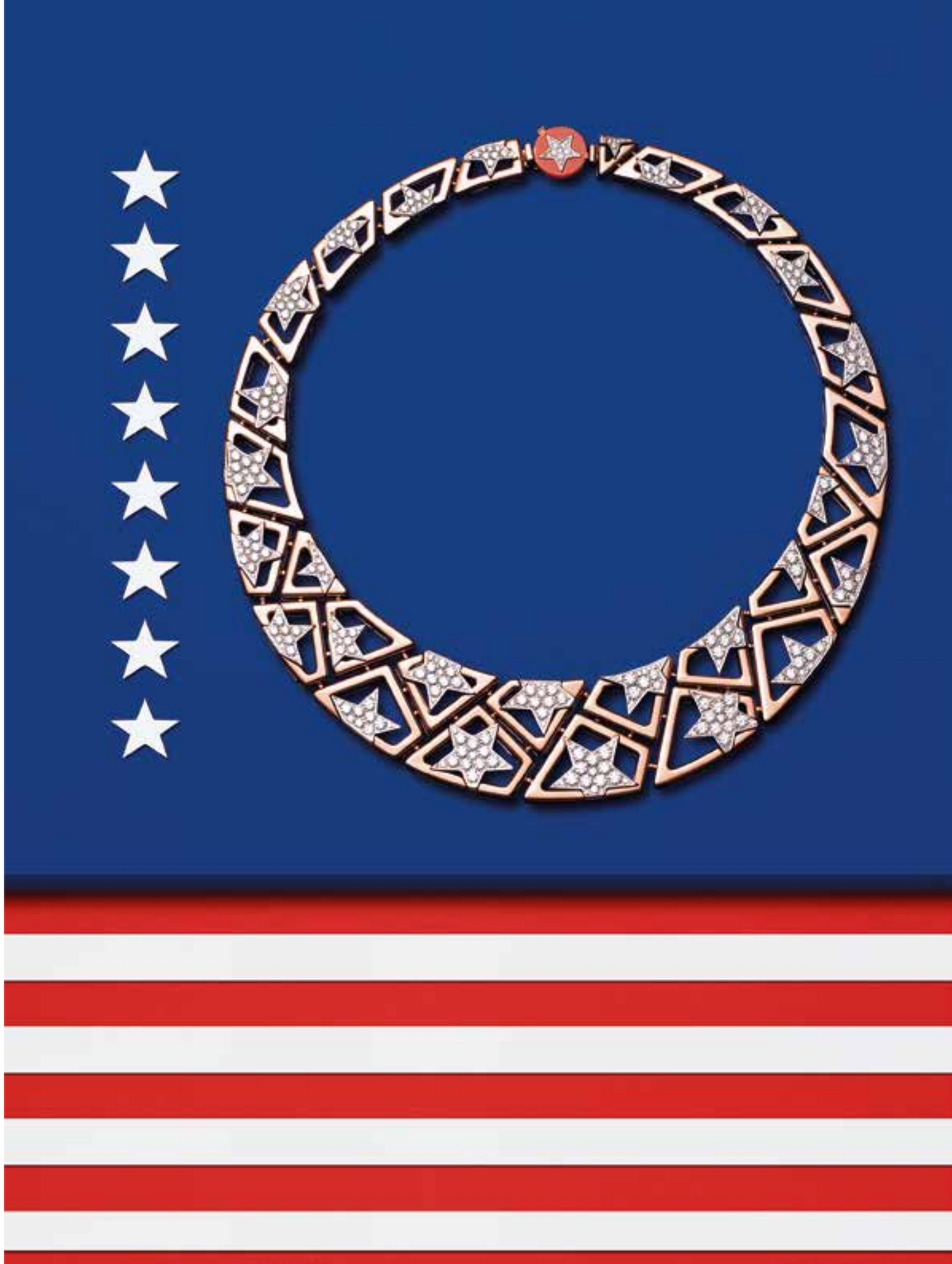
Bulgari New York Collection High
Jewellery bracelet



Bulgari New York
Collection High Jewellery
bracelet, earrings
and High Jewellery necklace

Bulgari New York Collection High Jewellery necklace

Photographer's assistant
Marta Bocenti;
Set designer
Studio Tiche;
Post Production
Lino Baldissin and **Marta Bocenti**;
Location
Studio Allucinazione



WISH UPON A STAR

illustrations **Federico Babina**

To mark this coming Christmas, another chapter in the bond between Bulgari and night time in the Eternal City: "Let auspicious imagination take you, deliver yourself to your desires, to a dreamy and tangible happiness, there, upon a star." In the year of the opening of its new manufacturing facility in Valenza, Bulgari is celebrating our ability to dream and make our wishes come true, with its Wish Upon a Star *campaign. Every Bulgari creation is a combination of wishes, of creativity in a world of colours, of the ability to create by hand, with a touch of genius, unusual combinations, seamlessly executed. An alchemy of magical and rational ingredients make up the brand's creations. Every Bulgari creation is magic… it expresses a wish upon a star, our wishes exist in our dreams… but Bulgari makes them real. Inside Bulgari HQ, an imaginary* wish factory *realises dreams of beauty, through creativity and production. Italian architect and illustrator Federico Babina has brought to life the story of seven different environments, in which the production of seven Bulgari creations is underway; from the iconic Serpenti and DIVAS' DREAM, to the Octo watch, to perfume.* Wish Upon a Star *involves all of Bulgari's 911 points of sale worldwide, as well as its digital universe. The eight point star will also feature in the Christmas campaign: a part of Bulgari's history and imagination. In the original floor of the Via dei Condotti shop in Rome, the star is a universal symbol of harmony, balance and cosmic order, as well as the four cardinal points. The star which shows the way to Rome, 'Caput Mundi'. Because, as legend has it, all roads lead to Rome. And this star has been transported into every boutique worldwide, for a touch of Rome, everywhere. Bulgari's flagship stores will also feature larger-than-life LED-light installations to light up the world of beauty: giant reproductions of the famous Serpenti and DIVAS' DREAM necklaces, created by an expert artisan in Apulia, will adorn the brand's boutiques on the most prestigious international shopping streets. Once again bringing to life the stuff of dreams.*

Every Bulgari creation is magic… our wishes exist in our dreams… but Bulgari makes them real

•

다가오는 크리스마스를 기념하여, 불가리와 '영원한 도시'는 새로운 장을 연다. "상서로운 상상력에 여러분을 맡기세요. 또 별을 바라보며 욕망과 꿈에 그리던 행복감을 느껴보세요." 불가리는 Valenza에 제조시설을 새로 설립한 올해, 〈Wish Upon a Star(별에게 기도를)〉 캠페인을 통해 꿈꾸고 그 꿈을 실현시키는 능력을 예찬한다. 모든 불가리 제품은 사람들의 소망과 독창적인 컬러 그리고 장인의 뛰어난 핸드메이드 정신이 만난 결과물이다. 이러한 조합은 천재적이며 독특하고 완벽하게 구현되어 있다. 신비로운 동시에 합리적인 요소들이 불가리의 제품을 구성한다. 모든 불가리의 제품은 그 자체로 마법과도 같다. 별들에게 비는 소원과 꿈 속의 소망을 모두 이루어준다. 불가리 본사에서는 상상 속의 '소원 공장'이 창의성과 생산 능력을 통해 아름다움의 꿈을 실현한다. 이탈리아의 건축가이자 일러스트레이터인 페데리코 바비나(Federico Babina)는 7가지 다양한 환경을 조성했고, 바로 이 곳에서 세르펜티, 디바스드림부터 옥토 시계와 향수에 이르는 불가리의 상징적인 7가지 제품이 만들어진다. 〈Wish Upon a Star〉 캠페인은 ➔



불가리의 전 세계 911개의 매장은 물론 온라인에서도 진행된다. 팔각의 별은 불가리의 역사와 상상력의 상징으로 크리스마스 캠페인에 등장할 것이다. 로마의 비아 콘도티 매장 1층을 장식하기도 한 이 별은 조화, 균형 및 우주 질서뿐만 아니라 동서남북을 상징한다. 4개의 방위를 상징하는 것은 '세계의 수도' 로마로 가는 길을 보여주기 위함이며 이는 '모든 길은 로마로 통한다'는 말과 일맥상통한다. 실제로 이 별은 어디에서나 로마의 숨결을 전하기 위해 전 세계 모든 부티크로 운송되고 있다. 또한 불가리의 플래그쉽 스토어에는 아름다움의 세계를 밝혀주는 대형 LED 조명이 설치되어 있다. 이 조명은 아폴리아의 장인이 만든 것으로, 아이코닉한 세르펜티와 디바스드림 목걸이를 거대하게 복제해, 세계적으로 유명한 국제 쇼핑 거리에서도 불가리를 빛내고 있다. 다시 한 번 꿈의 제품들을 실현시킨 것이다.

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下一個耶誕節將掀開寶格麗與永恆之城之間紐帶的新篇章。 「沉浸在美妙暢想中,投入你的心願,投入如夢如幻、真實可觸的快樂, 就在那裡, 在一顆星星上。 」在瓦倫紮新工廠開張的這一年裡,寶格麗通過Wish upon a star campaign(星星上的許願計畫)歡慶夢想和實現心願的能力。 一直以來,寶格麗的每個創意都結合了心願、色彩世界創意和手工生產能力,以點睛之筆帶來完美無瑕的製作和不同尋常的組合。 魔幻與理性元素的融合,構成本品牌的創意作品。寶格麗的每一個創意都是魔法:如果你向星星許願,你的心願將在夢裡一一成真,但也能在寶格麗這裡成真。 寶格麗大樓裡,一座充滿想像力的wish factory(許願工廠)將通過創意和手工實現美麗的夢。義大利建築師兼插圖師Federico Babina將7種不同氛圍變成現實,

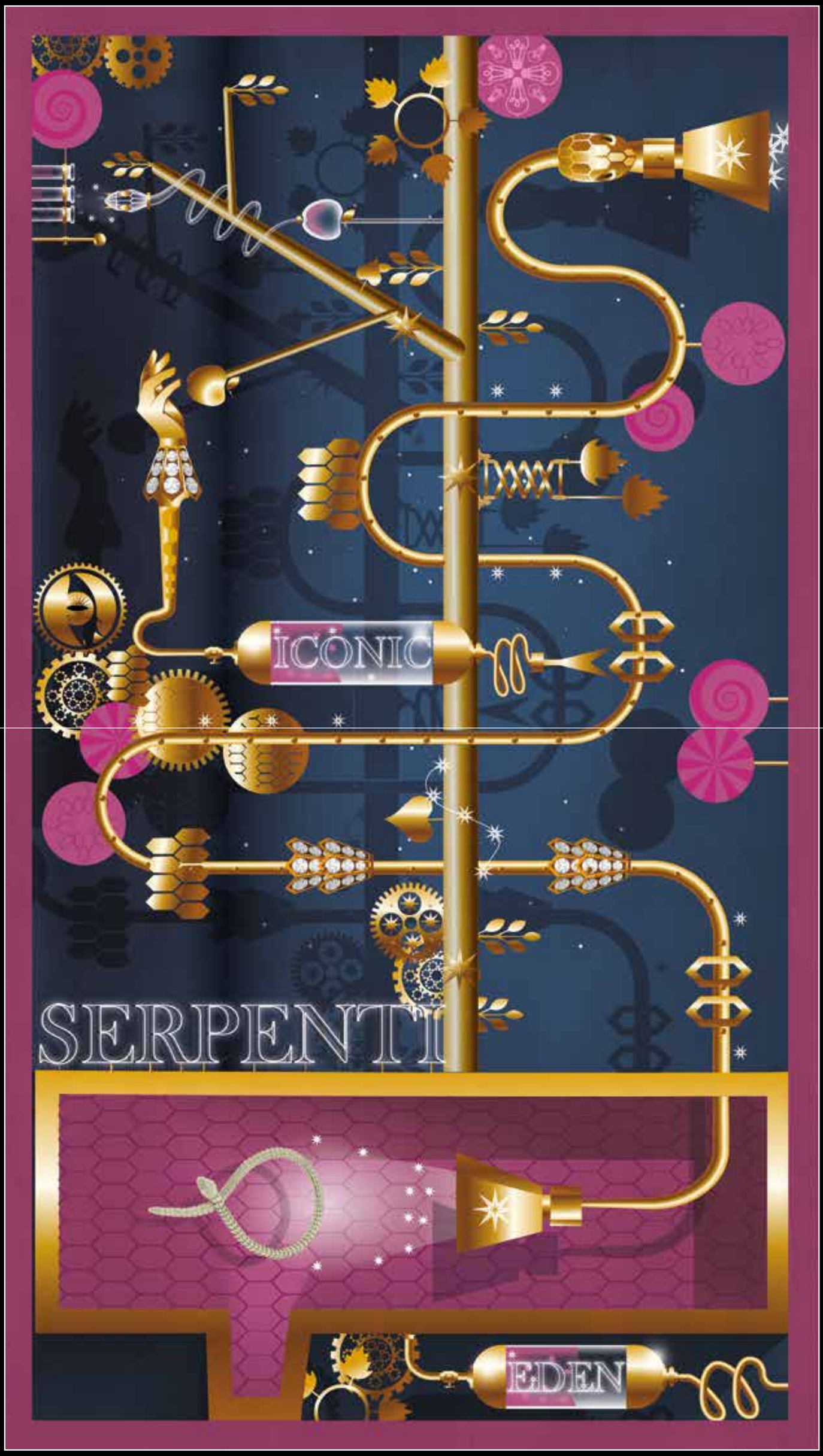
An alchemy of magical and rational ingredients make up the brand's creations

在其中加工寶格麗的7種創意產品,從標誌性的Serpenti和DIVAS'DREAM到Octo手錶和香水。 Wish upon a star(星星上的許願)涉及寶格麗全球911家店鋪和數位世界。 八角星芒將在耶誕節活動中再次現身:它屬於寶格麗的歷史和形象。 羅馬Via dei Condotti大街專賣店最早的地面圖案上便已出現八角星芒,同時代表和諧、平衡及宇宙秩序,此外還有四個方位。 這顆星星指向通往「世界首都」羅馬的道路。 因為,就像俗語所說:條條大路通羅馬。星星將從這裡走向全球所有專賣店,為各地帶來一絲羅馬的感覺。但是,只有在flagship store(旗艦店)裡,寶格麗才會通過larger-than-life LED-light installations(超越生命本身的LED燈光佈景)環抱大樓,點亮美的世界:在全球最著名購物街上,由普利亞手工藝大師打造,以超大尺寸重現著名的Serpenti和DIVAS'DREAM項鍊。 再次帶來夢幻般的創意和手工製作。



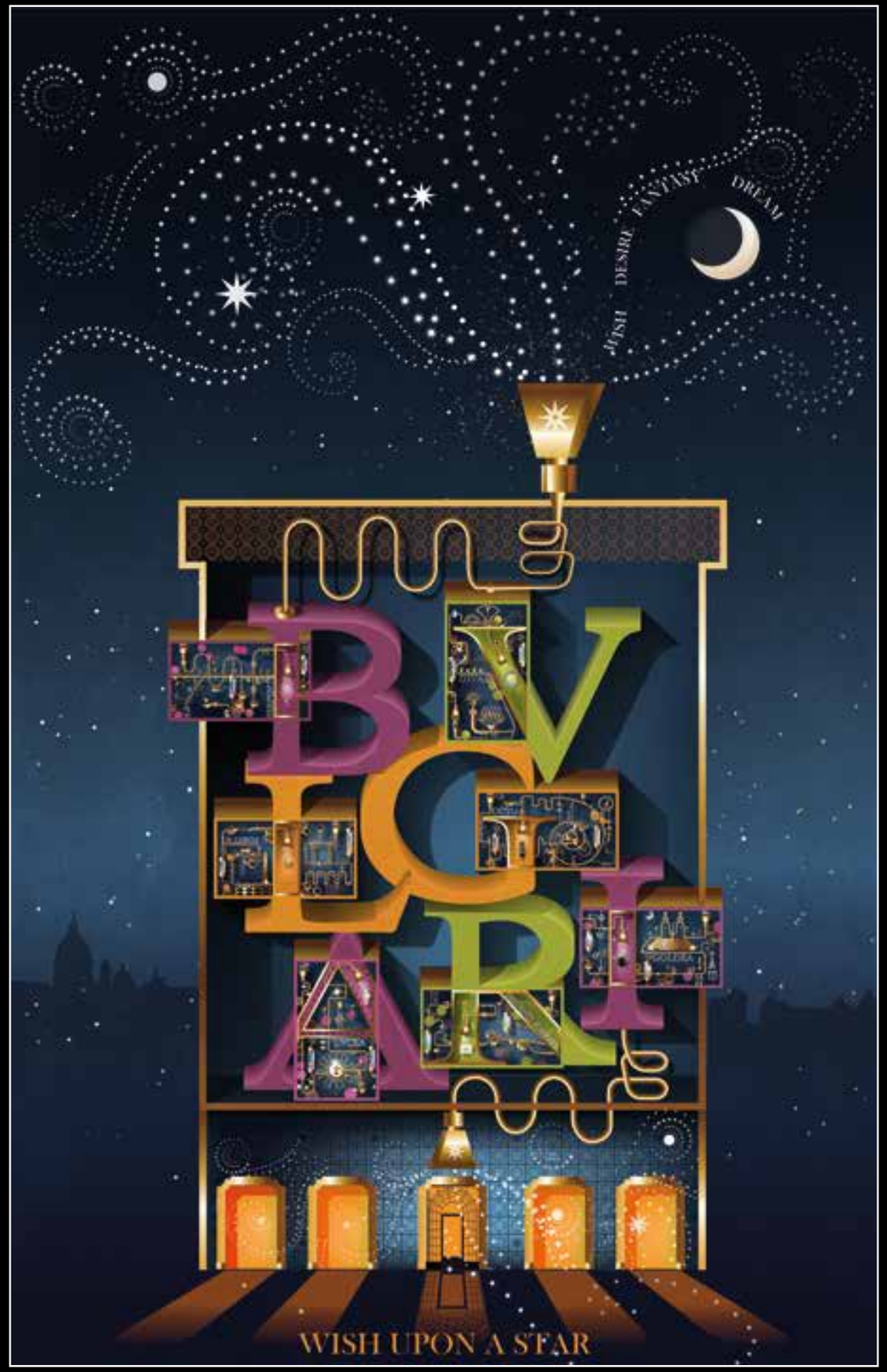



B.ZERO1
DESIGN
ARCHITECTURE


ICONIC
SERPENTI
EDEN


OCTO
SCIENCE
GEOMETRY


SERPENTI FOREVER
EXUBERANCE
OBSCURE


WISH
DESIRE
FANTASY
DREAM
WISH UPON A STAR

NEW YORK FIFTH AVENUE

After more than forty years, the Maison has come to Manhattan, bringing the joy and exuberance of Rome to the city that never sleeps. The new store, on the corner of Fifth Avenue and 57th Street, was designed by Peter Marino, the continuation of a project which commenced with the flagship store on Via Condotti, but this time with a New York twist. A contemporary luxury restyling of a boutique that opened in 1989 in one of the most strategic spots in the Big Apple, inside the symbolic Crown Building. The light bronze entrance and curved glass windows take up the iconic entrance on Via Condotti designed by Di Fausto in the 1930s, and the porphyry star which features in the New York store is also found in the entrance floor of the Roman boutique, too. The distinctive feature of the façade, which spans some 308 square metres, is the diamond mesh typical of Bulgari's geometry, recalling the design of a 1930s bracelet. One thousand nine hundred and eighty bronze flowers were made in Italy, each one fitted with an LED light, using contemporary technology to create spectacular effects with total respect for the environment. Entering the store offers a unique experience, a journey through Rome, the sun-kissed city, as you relive the brand's 130 year history in moments. The US architect wanted to combine classic and contemporary, tradition and innovation, in an eclectic approach to architecture. Loyal to the Maison's roots, over thirty of the materials used were typically Roman: Pavonazzetto and Breccia di Serravezza marbles, mosaics of Lasa marble and molten glass, various types of marmorino stucco, Italian walnut wood, bronze and brass, silks and velvets. The bold combinations of materials, shapes and colours blended with all-Italian manufacturing excellence cohesively sums up one concept: the Fifth Avenue store is the home of Bulgari, designed with the same expertise and passion which the brand's artisans invest in their jewels.

The Fifth Avenue store is designed with the expertise which the brand's artisans invest in their jewels

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40년 만에, 불가리는 마침내 맨해튼에 진출하여 로마의 기쁨과 충만함을 '잠들지 않는 도시'에 소개했다. 뉴욕 5번가와 57번가의 교차점에 위치한 새로운 매장은 비아 콘도티 플래그쉽 스토어에서 시작된 프로젝트의 연장으로 피터 마리노(Peter Marino)가 디자인을 맡았고 뉴욕 스타일이 일부 가미되었다. 뉴욕에서 가장 전략적이자 상징적인 장소인 크라운 빌딩에, 1989년에 오픈한 부티크를 현대적이고 럭셔리한 스타일로 개조했다. 라이트 청동 소재의 입구와 곡선형 유리창은 1930년대 디 파우스토(Di Fausto)가 디자인한 비아 콘도티의 상징적인 입구를 재현한 것이며, 반암 소재의 별 역시 로마 부티크에서 본딴 것이다. 약 308평방미터에 달하는 매장의 외관에서 가장 눈에 띄는 특징은 1930년대 브레이슬릿의 디자인을 상기시키는, 불가리 기하학의 전형인 다이아몬드 메쉬이다. 이탈리아에서 제작된 1,980개의 청동 꽃에는 각각 LED 조명을 장착해 현대 기술을 활용해 뛰어난 시각적 효과를 내는 것은 물론 환경 보호까지 고려했다. 매장 안에 들어서면, 불가리의 30년 역사를 엿볼 수 있는 동시에 태양의 입맞춤을 받은 도시, 로마를 여행하는 듯한 독특한 경험을

➔





A contemporary luxury restyling of a boutique that opened in 1989 in one of the most strategic spots in the Big Apple



Entering the store offers a unique experience, a journey through Rome, the sun-kissed city, as you relive the brand's 130 year history in moments





Loyal to the Maison's roots, over thirty of the materials used were typically Roman

할 수 있다. 피터 마리노는 고전과 현대, 전통과 혁신을 절충하는 방식으로 인테리어에 접근했다. 메종의 전통을 따르고자 파보나제토 및 브레차 디 세라비차 대리석, 라사 대리석의 모자이크, 용융 유리, 다양한 종류의 마모리노 벽토, 이탈리아 호두 나무, 청동 및 황동, 실크 및 벨벳 등 30개 이상의 자재를 로마에서 직접 공수했다. 이탈리아의 탁월한 제조 기술과 재료, 형태 및 색상의 대담한 조합은 결국 단 하나의 사실을 표방한다. 바로 뉴욕 5번가 매장 역시 장인들이 주얼리에 쏟는 만큼의 전문 지식과 열정으로 디자인된, 불가리의 또다른 고향이라는 사실이다.

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經過四十餘年之久，Bulgari店在曼哈頓又點亮了璀璨的光芒，將羅馬的喜悅和熱情帶到了這座不夜城。新店位於第五大道和第57街之間的轉角處，由Peter Marino設計，同時他還繼續其在羅馬via Condotti大街旗艦店所啟動的工程，在這裡呈現的則是完全紐約式的風格。1989年在這座"Big Apple"城最重要的戰略要點之一，紐約市的標誌性建築Crown Building內開設的專賣店被重塑出當代奢華的氣質。大門為淺色青銅配以曲面玻璃，採用了via Condotti大街店面三十年代由Di Fausto設計的大門上的標誌性元素，也包括了羅馬專賣店入口地面上的斑岩星星。面積達308平米的門面外牆獨特的輪廓，是Bulgari典型的幾何圖案菱形的交織，讓人聯想起三十年代手鐲的設計。一千九百八十個青銅花完全在義大利製作，配以同樣數量的當代高科技LED燈，在環保的同時，營造出變幻無窮的場景效果。進入店內，就意味著開始了可一種獨一無二的體驗，開始了一段通往沐浴在陽光下的羅馬的旅程：仿佛是重新體驗這一始於130年前的品牌的歷史片段之旅。美國建築師的訴求是將古典與現代融為一體，讓傳統與創新在建築中兼收並蓄。一切都體現出品牌店的根基，三十餘種材料均為典型的羅馬風格：從Pavonazzetto到Breccia di Serravezza的大理石，到用Lasa大理石和玻璃片製作的馬賽克，各式各樣的小大理石、義大利胡桃木、青銅和黃銅、絲綢和天鵝絨。材料、形狀和色彩的大膽搭配，結合義大利製造的卓絕，融會貫通為一個概念：第五大道店是用與雕琢一件珠寶同樣的技藝和熱情打造出來的Bulgari的家。

A SHORT MOVIE BY NICK KNIGHT

GLORY ON THE FIFTH

Nick Knight is, above all, an artist. Over the course of his career he has transported fashion photography into the realms of masterpiece, defining the new visual and pictorial art. Absolute point of reference for the industry and public, he is able to create new aesthetics and new avant garde. Today a professor at the University of the Arts London, Nick Knight was born in Bournemouth in 1958. He graduated from Poole College of Art and Design. In 1982 he published his first book of photographs, Skinheads. *Terry Jones, editor for* i-D, *commissioned one hundred portraits from him for the anniversary of the magazine – shortly after he was offered the job of curating the catalogue for the Japanese designer Yohji Yamamoto. Since those far off days in 1982, there have been innumerable shots and advertising campaigns in collaboration with the most visionary designers, from Alexander McQueen to Calvin Klein, as well as forays into the world of pop: in 2001 he directed the first video for Björk, in 2011* Born This Way *for Lady Gaga. He is founder and director of SHOWstudio.com, the digital gallery that presents some of the most innovative visual artists currently on the scene, creating for them an enormous internet media response. Today, for the first time, Nick Knight is working with Bulgari – the artist interprets this jeweller famed for its emphasis on coloured gems, which have earned it the role of* Master of Colours. *Light and colour make up the rhythm of this* Short Movie *that Nick Knight has created for Bulgari. It celebrates the opening of Bulgari's Fifth Avenue boutique, a return and a reminder of the Roman atelier in America. A taxi drives down the streets of Manhattan, a woman inside rests her head on her lover. The taxi hurries through the streets, amid the neon signs and colours of New York – her face blends into the reflection created by the thousand lights and signs on the taxi window, playing with the brilliance of the diamonds of a Bulgari Serpent – the iconic necklace by the atelier. The taxi halts on the corner between Fifth Avenue and 57th: the thirties façade carries the imagination of the spectator to the boutique at Via Condotti 10 in Rome, the place where it all began and still continues, following the sinuous coils of a Serpent.*

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닉 나이트(Nick Knight)는 진정한 예술가이다. 그는 커리어 전반에 걸쳐 패션 사진 업계를 '걸작의 왕국'으로 바꾸었으며, 시각 및 회화 예술을 새롭게 정의했다. 패션 산업과 대중의 절대적인 기준점으로 자리잡은 그는 새로운 미학과 아방가르드를 탄생시켰다. 닉 나이트는 1958년에 영국 본머스에서 태어났으며, 현재 런던예술대학교(University of the Arts London)에서 교수직을 맡고 있다. 그는 폴 예술디자인 학교

Nick Knight is an artist able to create new aesthetics and new avant garde

(Poole College of Art and Design)을 졸업한 뒤, 1982년에 첫 사진집 〈Skinheads〉를 출간했다. 〈i-D〉의 편집장 테리 존스로부터 창간 기념호에 실을 100인의 인물 사진을 의뢰받기도 했으며, 그 직후에는 일본 디자이너 요지 야마모토의 카탈로그 작업을 제안받았다. 1982년 이후에는 알렉산더 맥퀸, 캘

➔



빈 클라인 등 유명 디자이너와의 협업을 통해 수많은 사진과 광고 캠페인을 진행했다. 뿐만 아니라, 팝 음악 시장에도 진출하여 2001년에는 첫 번째로 뷔요크(Björk)의 뮤직비디오를 제작하고, 2011년에는 레이디 가가의 〈Born This Way〉 뮤직비디오를 제작했다. 그는 디지털 갤러리 'SHOWstudio.com'의 설립자이자 감독으로서, 현재 활동하는 혁신적인 비주얼 아티스트들을 소개하고 예술가들을 위해 거대한 인터넷 채널을 제공하고 있다. 그리고 마침내 닉 나이트는 불가리와 첫 번째 작업에 착수했다. 그는 불가리에게 형형색색의 보석이 지닌 아름다움을 극대화하는 '컬러의 마스터'라는 찬사를 보냈다. 닉 나이트가 불가리를 위해 제작한 비디오 클립은 빛과 색채가 리듬을 이룬다. 이 영상은 뉴욕 5번가 부티크 개장을 통해, 불가리의 로마 아틀리에가 미국으로 돌아온 것을 기념하기 위해 제작되었다. 맨해튼의 택시 안, 한 여성이 연인의 어깨에 머리를 기댄다. 택시는 네온사인으로 뒤덮힌 뉴욕의 화려한 풍경을 뚫고 길을 서두른다. 그녀의 얼굴은 유리창에 비치는 수많은 빛과 뒤섞이고, 곧 불가리의 상징적인 세르펜티 목걸이의 다이아몬드 광채가 드러난다. 택시가 5번가와 57번가 교차로에 멈추자 1930년대 양식의 외관을 지닌, 보는 사람의 상상력을 자극하는 매장의 모습이 보인다. 그리고 세르펜티의 곡선미를 따라, 불가리가 처음 시작된 곳이자 여전히 그 가치를 이어오는 로마 비아 콘도티 10번지의 부티크가 눈앞에 펼쳐진다.

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Nick Knight首先是一位藝術家。在他的職業生涯中，他能將時尚攝影轉化為傑作，為繪畫和視覺藝術賦予了新的定義。無論是在業界還是對於公眾，他都是一個標杆，創造著新的美學，新的前衛。Nick Knight於1958年出生在伯恩茅斯，如今是倫敦藝術大學的教授。他畢業於普爾藝術與設計學院，在1982年出版了他的第一本攝影集《Skinheads》。《i-D》雜誌編輯Terry Jones委託他為雜誌的周年慶創作一百幅肖像照 – 並因此在隨後收到了為日本設計師山本耀司拍攝產品目錄的邀請。從早在1982年起，就開始

Light and colour make up the rhythm of this Short Movie

與最具遠見的設計師合作，從Alexander McQueen到 Calvin Klein，為他們拍攝了無數的照片和廣告宣傳作品，並涉足流行音樂領域：在2001年，為Björk執導了他自己的首部音樂錄影帶，在2011年，為Lady Gaga拍攝了《Born This Way》。他還是SHOWstudio.com的創始人和總監，這是一個數字畫廊，推介當前最具創新性的視覺藝術家，為他們在網路上帶來了巨大的媒體回饋。如今，Nick Knight首次與寶格麗合作 - 這位藝術家展現其“色彩大師”的風采，通過強調寶石的色彩為這一著名的珠寶品牌作出了最佳詮釋。在Nick Knight為寶格麗打造的這部短片中，光線和色彩譜寫出了節奏。借寶格麗在紐約第五大道的新店開業之機，這一羅馬品牌在美國捲土重來。一輛計程車行進在曼哈頓的大街上，車內一位女子將頭靠在情人的身上。計程車在街道上行駛，穿行在紐約明亮的招牌和色彩之間 - 千變萬化的燈光和招牌的光影透過計程車的車窗玻璃，發射到她的臉上，與寶格麗品牌最具標誌性的Serpente項鍊上的鑽石光芒交相輝映。計程車停靠在第五大道和第五十七街之間的轉角處：三十年代風格的門面讓觀眾聯想到羅馬via Condotti 10大街的精品店，一切都是從那裡開始，在那裡繼續，沿著Serpente盤旋的曲線。



GOLDEA THE ROMAN NIGHT



Giorgia Surina, Jean-Christophe Babin and Bella Hadid
Goldea the Roman Night Event – Piazza di Spagna, Rome

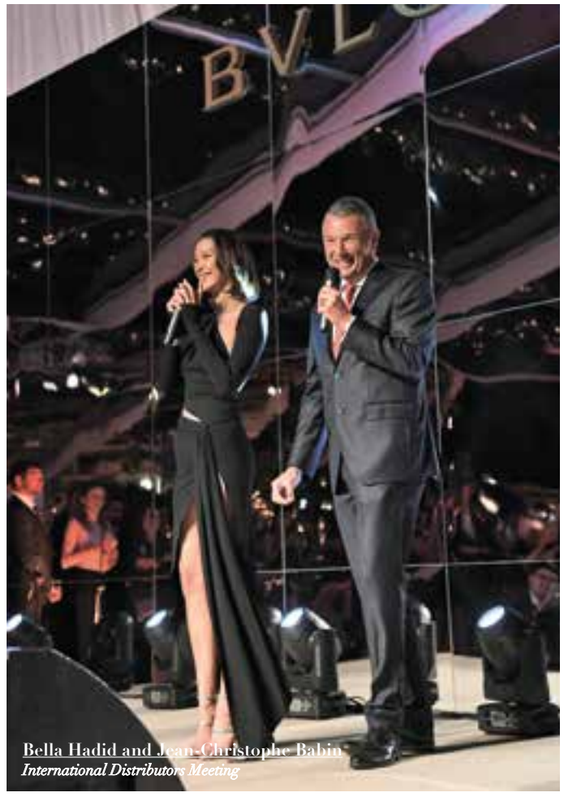


Nicola Bulgari and Bella Hadid
Goldea the Roman Night Event – Piazza di Spagna, Rome



Roisin Murphy
Goldea the Roman Night Event – Piazza di Spagna, Rome

ROME



Bella Hadid and Jean-Christophe Babin
International Distributors Meeting

VENICE



Jon Kortajarena and Nieves Álvarez
Festa High Jewellery Collection Party – La Scuola della Misericordia, Venice



Laura Harrier
Festa High Jewellery Collection Party
La Scuola della Misericordia, Venice



Alicia Vikander
Festa Collection Brand Event



Lily Aldridge and Jasmine Sanders
Festa High Jewellery Collection Brand Event – La Scuola della Misericordia, Venice



Jean-Christophe Babin and Luca Fantin
Festa Collection Gala Dinner – La Scuola della Misericordia, Venice



Festa High Jewellery Collection Fashion Show – La Scuola della Misericordia, Venice



Shu Qi
Festa Collection Brand Event
La Scuola della Misericordia, Venice

CANNES



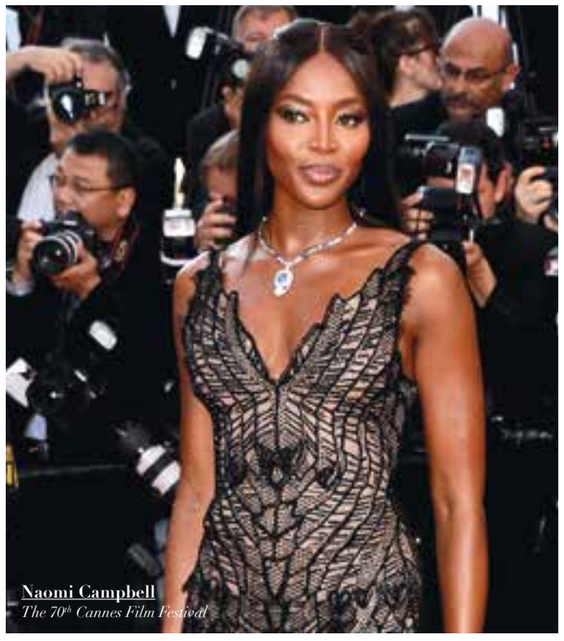
Isabelle Huppert
The 70th Cannes Film Festival



Emily Ratajkowski
The 70th Cannes Film Festival



Jasmine Tooks
The amfAR Gala Cannes 2017



Naomi Campbell
The 70th Cannes Film Festival



Shu Qi
The 70th Cannes Film Festival



Bella Hadid
The 70th Cannes Film Festival



Uma Thurman
The 70th Cannes Film Festival

PARIS



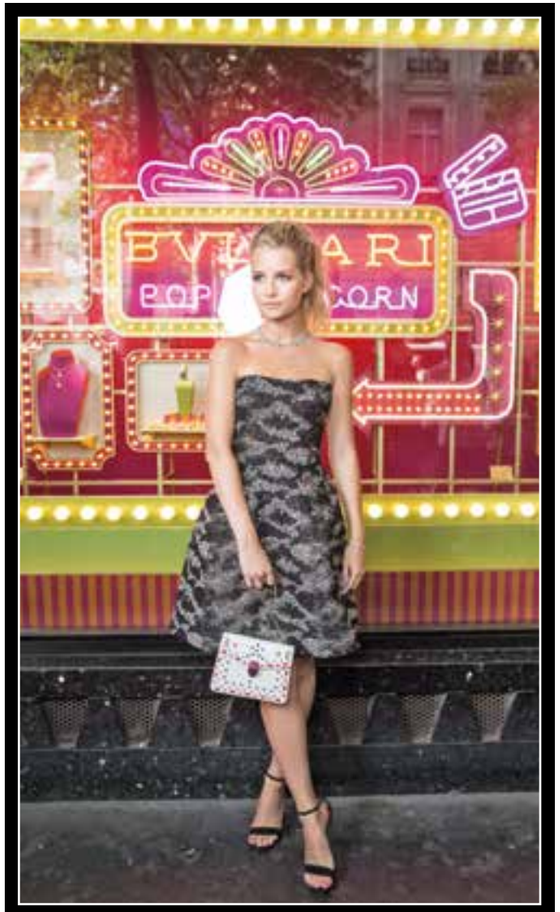
Jon Kortajarena and Alicia Vikander
Bulgari Event at Les Galerie Lafayette rooftop – Paris Fashion Week



Elena Bordon
Bulgari Event at Les Galerie Lafayette rooftop – Paris Fashion Week



Pop (Up) Corn – Les Galerie Lafayette



Lottie Moss
Bulgari Event at Les Galerie Lafayette rooftop – Paris Fashion Week



Princess Lilly Zu Sayn Wittgenstein
Bulgari Event at Les Galerie Lafayette rooftop – Paris Fashion Week



Guillame Houzé, Nicolas Houzé, Marie-Noel Barrere, Philippe Houzé, Jean-Christophe Babin, Alicia Vikander and Jon Kortajarena
Bulgari Event at Les Galerie Lafayette rooftop – Paris Fashion Week

32 **DIVAS' DREAM** earrings in 18 kt rose gold with rubellite, pink tourmaline and pavé diamonds.

DIVAS' DREAM necklace in 18 kt rose gold with pink rubellite, pink tourmaline, amethyst and pavé diamonds.

DIVAS' DREAM bracelet in 18 kt rose gold with pink rubellite, amethyst and pavé diamonds.



34 **DIVAS' DREAM** openwork ring in 18 kt white gold with aquamarine and pavé diamonds.

DIVAS' DREAM High Jewellery necklace in white gold with 6 fancy shaped aquamarines (13.36 ct), 6 fancy shaped amethysts (7.55 ct), 37 buff-top cut blue sapphires (5.31 ct), 8 round brilliant-cut diamonds and pavé diamonds (10.28 ct F G VVS VS).



36 *left page:*
DIVAS' DREAM earrings in 18 kt rose gold with rubellite, pink tourmaline, amethyst and pavé diamonds.

DIVAS' DREAM necklace in 18 kt rose gold with rubellite, pink tourmaline, amethyst and pavé diamonds.

DIVAS' DREAM bracelet in 18 kt rose gold with pink rubellite, amethyst and pavé diamonds.

right page:
DIVAS' DREAM sautoir in 18 kt rose gold with malachite and mother-of-pearl.

DIVAS' DREAM contraire ring in 18 kt rose gold with mother-of-pearl and malachite.



38 *left page:*
DIVAS' DREAM necklace in 18 kt rose gold with carnelian, mother-of-pearl and pavé diamonds.

right page:
DIVAS' DREAM earrings in 18 kt white gold with pink rubellite and pavé diamonds.

DIVAS' DREAM necklace in 18 kt white gold with pink rubellite and pavé diamonds.



40 *left page:*
DIVAS' DREAM necklace in 18 kt white gold with chrysoprase, lapis lazuli and pavé diamonds.

right page:
DIVAS' DREAM necklace in 18 kt white gold with chrysoprase, lapis lazuli and pavé diamonds.

DIVAS' DREAM bracelet in 18 kt white gold with chrysoprase, lapis lazuli and pavé diamonds.



42 **Serpenti Viper** ring in 18 kt rose gold with demì pavé diamonds, width 6 mm.

Serpenti Viper ring in 18 kt white gold with grey mother-of-pearl and pavé diamonds (0.43 ct). Width 6 mm.

Serpenti Viper ring in 18 kt rose gold with demì pavé diamonds, width 4 mm.

Serpenti Viper ring in 18 kt rose gold with mother-of-pearl and pavé diamonds, width 6 mm.

Serpenti Viper ring in 18 kt white gold with demì pavé diamonds (0.25 ct). Width 4 mm.

Serpenti thin bracelet in 18 kt rose gold and demì pavé diamonds.

Serpenti Viper ring in 18 kt rose gold with mother-of-pearl and pavé diamonds, width 6 mm.

Serpenti Viper ring in 18 kt white gold with grey mother-of-pearl and pavé diamonds, width 4 mm.

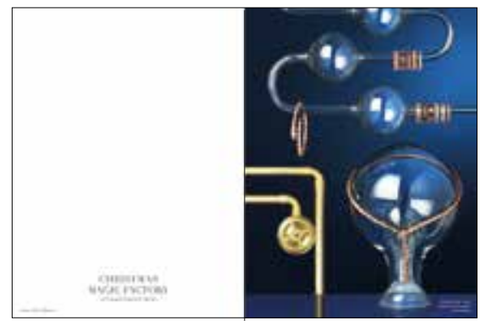
Serpenti Viper ring in 18 kt rose gold with carnelian and pavé diamonds (0.43 ct). Width 6 mm.

Serpenti Viper ring in 18 kt white gold with pavé diamonds, width 6 mm.

Serpenti Viper ring in 18 kt white gold with demì pavé diamonds, width 6 mm.

Serpenti Viper ring in 18 kt rose gold with mother-of-pearl and pavé diamonds (0.25 ct). Width 4 mm.

Serpenti thin necklace in 18 kt rose gold and demì pavé diamonds.



44 **LVCEA** watch. Mechanical movement with automatic winding. 33 mm, 18 kt rose gold case set with diamonds. 18 kt rose gold crown set with a pink stone and diamond. 18 kt rose gold mosaic dial. Galuchat strap. 18 kt rose gold ardillon buckle.

LVCEA watch. Mechanical movement with automatic winding. 33 mm, 18 kt white gold case set with diamonds. 18 kt white gold crown set with a pink stone and diamond. 18 kt white gold mosaic dial. Galuchat strap. 18 kt white gold ardillon buckle.

LVCEA watch. Mechanical movement with automatic winding. 33 mm, 18 kt rose gold bezel and steel case. 18 kt rose gold crown set with a pink stone and diamond. White mother-of-pearl dial set with diamonds and date aperture. 18 kt rose gold and steel bracelet.



46 *left page:*
"Serpenti Forever" flap cover bag in white agate nappa featuring a "Quilted Winter Stars" motif. Brass light gold plated tempting snake head closure in matte black and shiny white enamel, with black onyx eyes.

"Serpenti Forever" flap cover bag in ruby red nappa featuring a "Quilted Winter Stars" motif. Brass light gold plated tempting snake head closure in matte black and shiny white enamel, with black onyx eyes.

right page:
"Serpenti Forever" flap cover bag in black nappa featuring a "Quilted Winter Stars" motif. Brass dark ruthenium plated tempting snake head closure in matte black and shiny white enamel, with black onyx eyes.



48 **B.zero1** Design Legend pendant in 18 kt rose gold.

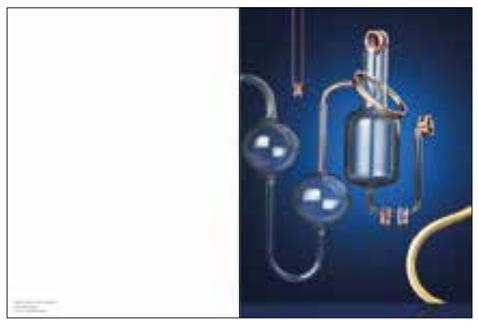
B.zero1 Design Legend four-band ring in 18 kt rose gold.

B.zero1 bangle bracelet in 18 kt rose, yellow and white gold.

B.zero1 Perfect Mistake three-band ring in 18 kt rose, yellow and white gold.

B.zero1 Design Legend three-band ring in 18 kt rose gold.

B.zero1 Design Legend three-band ring in 18 kt white gold.



50 **GOLDEA THE ROMAN NIGHT Eau de Parfum Sensuelle.**
With GOLDEA "THE ROMAN NIGHT", Bulgari is writing a new chapter in its olfactory narrative: its very first chypre, a Floral Musky Chypre. A fragrance with a more contemporary signature for women who find its bold character both appealing and intriguing. The fragrance evokes the Eternal City and its ebullient energy emanating from the frenzy etched into its nights. It embodies the new goddess of the night, a spontaneous and instinctive woman who stands by her choices. Olfactory Family: Chypre Floral Musk.
Top notes: Luscious Berries, Black Peony.
Heart notes: Infusion of Night-Blooming Jasmine, Tuberose Absolute.
Base notes: Black Musk, Patchouli Heart, Vetiver.

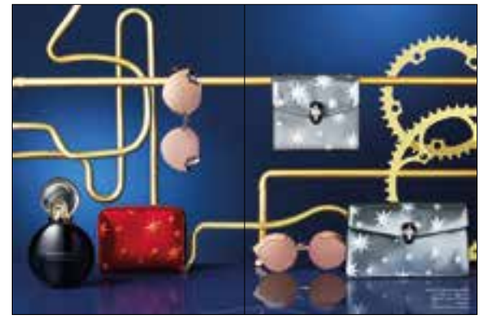
"Serpenti Forever" zip around wallet in metallic ruby red calf leather featuring a "Winter Stars" motif. Brass light gold plated snake head zip puller in shiny black and glitter gold enamel.

Serpenti pink gold angular cat-eye sunglasses with pink, black, taupe enamelled or layered scale décor on the frame and on the lenses. Modern pink gold mirrored angular lenses are enhanced by sleek temples with openwork details and a pink enamelled scale as a temple tip.

"Serpenti Forever" continental wallet in metallic silver calf leather featuring a "Winter Stars" motif. Brass light gold plated snake head in shiny black and glitter silver enamel.

Serpenti contemporary rounded sunglasses with pink gold metal frame with layered scale design on the hexagonal browline. The flat pink gold mirrored lenses are enhanced by sleek temples ending with an engraved hexagonal tip.

"Serpenti Forever" mini bag in metallic silver calf leather featuring a "Winter Stars" motif. Brass light gold plated tempting snake head stud closure in shiny black and glitter silver enamel, with black onyx eyes.



52 **DIVAS' DREAM** ring in 18 kt rose gold with mother-of-pearl and pavé diamonds.

DIVAS' DREAM openwork ring in 18 kt white gold with aquamarine and pavé diamonds.

DIVAS' DREAM necklace in 18 kt rose gold with mother-of-pearl and diamond (0.11 ct).

DIVAS' DREAM openwork necklace in 18 kt white gold with aquamarine and pavé diamonds.

DIVAS' DREAM watch. Manufacture in-house mechanical movement with automatique winding. BVL 191 caliber. 37 mm 18 kt white gold case set with brilliant-cut diamonds on the bezel and a 18 kt white gold crown set with a sapphire. Aventurine dial with hand-painted peacock, set with diamonds. Dark blue alligator strap with 18 kt white gold folding clasp.



54 *left page:*
Diagono aviator sunglasses with a modern double bridge. Gunmetal sleek and flexible metal temples personalize the front piece with a distinctive tubular structure. Polar grey lenses add a touch of exclusivity.

OCTO FINISSIMO AUTOMATIQUE watch. Mechanical manufacture movement with automatic winding (platinum microrotor) and small seconds. Caliber decorated by hand with côtes de Genève, chamfering and perlage finishing. 60-hour power reserve. 40 mm extra-thin titanium case (5.15 mm thick) with transparent case back. Titanium crown set with ceramic. Titanium dial. Alligator strap with titanium ardillon buckle. Water-resistant up to 30 metres.

Black "Winter Stars" shelley in fine twill silk.

right page:
Black seven-folds jacquard tie in fine "Winter Stars" printed silk.

OCTO ROMA watch. 41 mm steel case with transparent case back. Crown set with ceramic. Lacquered polished dial with hand-applied indexes. Alligator strap with stainless steel ardillon buckle. Water-resistant up to 50 metres.

MAN IN BLACK ESSENCE Eau de Parfum Spray 100 ml.
A new limited edition dedicated to the deeply wild, arid nature of Africa designed in collaboration with the Nigerian artist Laolu Senbanjo. An exclusive Afrodisiac Oriental signature signed by Master Perfumer Alberto Morillas, which takes us in an exotic dimension and is imbued with a fascinating warrior intensity. Bois d'Ebène is the essence of elsewhere. It transports us to the heart of Africa and strongly expresses a primal and hypnotic manliness. Bulgari MAN IN BLACK ESSENCE is an ode to wild seduction, for a tactile and infinitely sensual pleasure.
Olfactory Family: Oriental Ambery.
Top notes: Sweet Rum, Bitter Orange.
Heart notes: Black Cocoa Bean, Iris Absolute.
Base notes: Ebony Wood,Tonka Bean.Iris Absolute.
Base notes: Ebony Wood,Tonka Bean.



64 **Festa** High Jewellery necklace in platinum with 1 emerald Colombia cabochon (59.11 ct), 1 pear shape certified diamond (1.57 ct G VS2), 345 buff-top cut emeralds (15.29 ct) and diamonds (40.68 ct).

Festa High Jewellery necklace in platinum with 1 round cabochon emerald (26.54 ct), 47 round brilliant-cut diamonds (14.50 ct), 90 buff-top cut emeralds (4.55 ct), 36 baguette cut diamonds (3.09 ct) and round brilliant-cut diamonds and pavé diamonds (28.67 ct).

Festa High Jewellery bracelet in platinum with 13 beed emeralds (15.21 ct), 20 round brilliant-cut diamonds (5.05 ct) and pavé diamonds (12.75 ct).



66 **Festa** High Jewellery necklace in platinum with 17 carved peridots (27.41 ct), 17 carved tourmalines (31.67 ct), 31 cabochon rubellites (69.04 ct), 32 cabochon amethysts (63.29 ct), 36 round brilliant-cut diamonds (8.67 ct) and 31 round brilliant pavé diamonds (7.21 ct).

Festa High Jewellery bracelet in platinum with peridots (15.00 ct), green tormalines (16.15 ct), rubellites (31.37 ct), amethysts (27.13 ct), diamonds and pavé diamonds (6.62 ct).

Festa High Jewellery necklace in platinum with emeralds (77.92 ct), round rubies (6.98 ct), round diamonds and pavé diamonds (34.30 ct).

Festa High Jewellery bracelet in platinum with 13 carved emerald beads (39.17 ct), 13 round rubies (3.03 ct), 14 brilliant-cut diamonds and pavé diamonds (14.58 ct).

Festa High Jewellery earrings in rose gold with with 2 Zambia polished emeralds (29.44 ct), 4 round brilliant-cut diamonds (1.65 ct) and 2 round brilliant-cut diamonds and pavé diamonds (1.93 ct).

Festa High Jewellery necklace in rose gold with 6 Zambia and Brasil polished emeralds (112.96 ct), 5 polished aquamarines (87.32 ct), 6 polished amethysts (112.22 ct), 2 polished rubellites (60.37 ct), 2 polished pink tourmalines (39.22 ct), 11 brilliant-cut diamonds (4.57 ct), 24 round brilliant-cut diamonds and pavé diamonds (21.09 ct).



68 **Festa** High Jewellery earring in platinum with 2 cushion sapphire (9.45 ct), buff-top cut sapphires (3.50 ct), round diamonds (4.29 ct) and pavé diamonds (0.99 ct).

Festa High Jewellery ring in platinum with 1 cushion shaped Sri Lanka sapphire (17.10 ct) and baguette diamonds.

Festa High Jewellery necklace in platinum with 1 cushion blue sapphire (36.45 ct), 1 certified diamond (0.90 ct D VS2), 249 buff-top cut sapphires (14.42 ct), 40 round brilliant-cut diamonds (10.47 ct), 8 fancy shape, step cut diamonds and pavé diamonds (6.28 ct).



70 **Festa** High Jewellery necklace in platinum with 1 round emerald (53.57 ct), 8 pear shape diamonds with G.I.A. certificate (12.52 ct), 8 emeralds (8.39 ct), 31 pear brilliant-cut diamonds (11.98 ct) and round and pavé diamonds (23.47 ct).

Festa High Jewellery necklace in platinum with 1 Mozambique oval ruby (12.10 ct), 2 diamonds (2.07 ct), 17 Akoya cultured pearls, 42 buff-top cut rubies (4.03 ct), 24 trapezoidal cut diamonds (2.98 ct), round brilliant-cut diamonds (10.37 ct) and pavé diamonds (7.54 ct).

Festa High Jewellery necklace in platinum with 1 cushion blue sapphire (36.45 ct), 1 certified diamond (0.90 ct D VS2), 249 buff-top cut sapphires (14.42 ct), 40 round brilliant-cut diamonds (10.47 ct), 8 fancy shape, step cut diamonds and pavé diamonds (6.28 ct).



72 **Festa** High Jewellery necklace in rose gold with pear shaped and round rubies (6.89 ct), buff-top cut rubies (0.53 ct) round brilliant-cut diamonds and pavé diamonds (13.67 ct).

Festa High Jewellery necklace in rose gold with 25 yellow green chalcedony, 38 diamonds (7.83 ct) and pavé diamonds (19.06 ct).



74 **Festa** High Jewellery necklace in platinum with 1 cushion cabochon sapphire (180.98 ct) and rectangular, trapezoidal step cut diamonds and pavé diamonds (28.46 ct).

Festa High Jewellery ring in platinum with 1 cushion cabochon Sri-Lanka sapphire (13.62 ct), step cut diamonds (0.51 ct) and pavé diamonds (0.72 ct).



76 *left page:*
Festa High Jewellery necklace in platinum with 1 cushion cabochon sapphire (180.98 ct) and rectangular, trapezoidal step cut diamonds and pavé diamonds (28.46 ct).

Festa High Jewellery ring in platinum with 1 cushion cabochon Sri-Lanka sapphire (13.62 ct), step cut diamonds (0.51 ct) and pavé diamonds (0.72 ct).

right page:
Festa High Jewellery necklace in rose gold with 17 garnets (232.04 ct), 19 South Sea cultured pearls, 11 emeralds (18.72 ct) and round brilliant-cut diamonds (8.81 ct).



78 **Serpenti** High Jewellery necklace in rose gold and pavé diamonds (40.32 ct).

Serpenti High Jewellery bracelet in rose gold and pavé diamonds (28.82 ct).

Festa High Jewellery necklace in rose gold with 10 turquoises, 10 crysoprases, 10 mother-of-pearl elements, 9 sugilites and pavé diamonds (29.32 ct).



80 **Festa** High Jewellery necklace in rose gold with 10 turquoises, 10 crysoprases, 10 mother-of-pearl elements, 9 sugilites and pavé diamonds (29.32 ct).



82 **Bulgari New York Collection**
High Jewellery necklace in rose gold, detachable in a bracelet, with coral and lapis lazuli, 1 silver coin UNITED STATES OF AMERICA LIBERTY 1807, 4 round brilliant-cut diamonds (2.82 ct) and pavé diamonds (16.96 ct).



84 **Bulgari New York Collection**
earrings in 18 kt rose gold with silver coins and pavé diamonds.

Bulgari New York Collection
bracelet in 18 kt rose gold with a silver coin, coral, lapis lazuli and pavé diamonds.

Bulgari New York Collection
necklace in 18 kt rose gold with a silver coin, coral, lapis lazuli and pavé diamonds.



86 **Bulgari New York Collection**
necklace in 18 kt rose gold with a silver coin and pavé diamonds.

Bulgari New York Collection
bracelet in 18 kt rose gold with a silver coin.

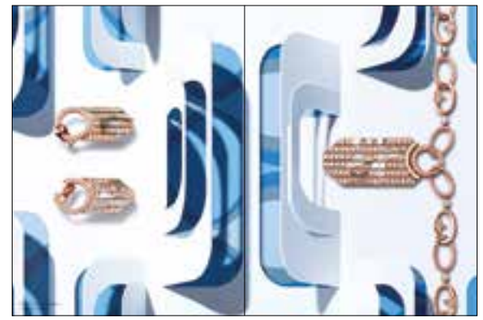


88 **Bulgari New York Collection**
bracelet in 18 kt rose gold with grey mother-of-pearl, white mother-of-pearl, and pavé diamonds.



90 **Bulgari New York Collection**
earrings in 18 kt rose gold with grey mother-of-pearl, white mother-of-pearl and pavé diamonds.

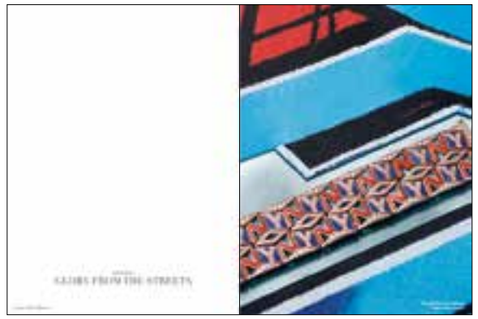
Bulgari New York Collection
High Jewellery necklace in rose gold with grey mother-of-pearl, white mother-of-pearl, 12 diamonds and pavé diamonds (7.64 ct total).



92 **Bulgari New York Collection**
High Jewellery necklace in rose gold with 32 malachites, 32 mother-of-pearl elements and pavé diamonds (8.52 ct).



94 **Bulgari New York Collection**
High Jewellery bracelet in rose gold with coral, lapis lazuli and pavé diamonds (8.72 ct).



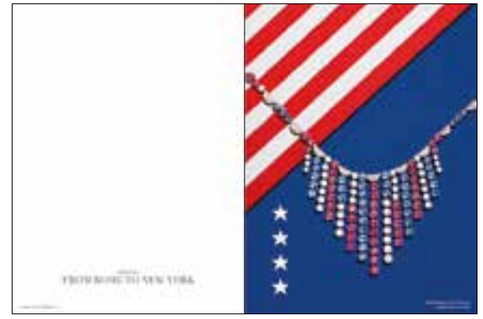
96 **Bulgari New York Collection**
necklace in 18 kt rose gold with pavé diamonds.



98 **Bulgari New York Collection**
bracelet in 18 kt rose gold with pavé diamonds.

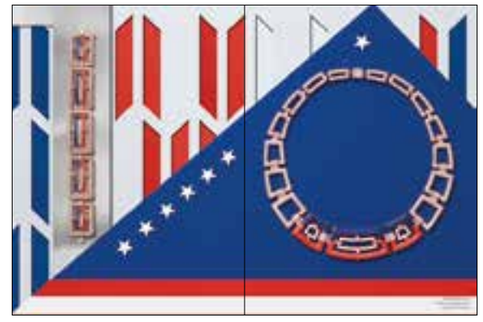


100 **Bulgari New York Collection**
High Jewellery necklace in white gold with 41 tanzanites (30.10 ct), 46 tourmalines, rubellite variety (32.68 ct), 47 round brilliant-cut diamonds (22.35 ct) and pavé diamonds (3.80 ct).

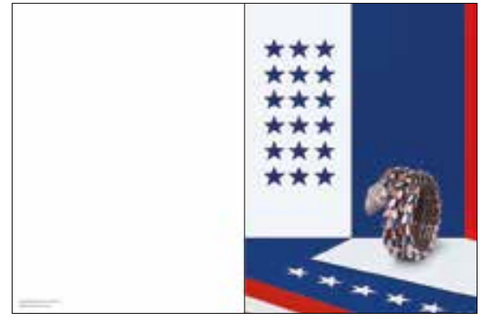


102 **Bulgari New York Collection**
High Jewellery bracelet in rose gold with coral, lapis lazuli and pavé diamonds (15.46 ct).

Bulgari New York Collection
High Jewellery necklace in rose gold with coral, lapis lazuli and pavé diamonds (22.40 ct).



104 **Bulgari New York Collection**
High Jewellery bracelet in white gold with coral, lapis lazuli, 2 pear brilliant-cut diamonds (0.86 ct) and pavé diamonds (26.27 ct).



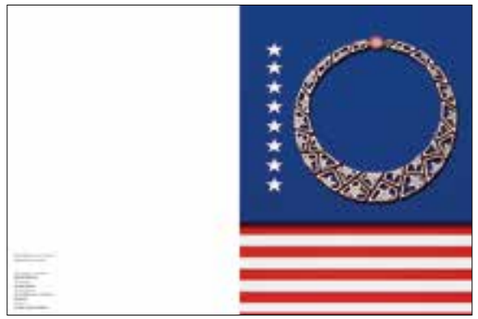
106 **Bulgari New York Collection**
High Jewellery bracelet in rose gold with coral, lapis lazuli and pavé diamonds (10.78 ct).

Bulgari New York Collection
earrings in 18 kt rose gold with coral, lapis lazuli and pavé diamonds.

Bulgari New York Collection
High Jewellery necklace in rose gold with coral, lapis lazuli, 1 round brilliant-cut diamond (0.32 ct) and pavé diamonds (4.87 ct).



108 **Bulgari New York Collection**
High Jewellery necklace in rose gold with coral and pavé diamonds (11.99 ct).



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