LIFE IN

BVLGARI

ROMA



ISSUE 13



B.*zero*1

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LIFE IN BVLGARI ROMA

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LIFE IN BVLGARI

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BVLGARI ROMA

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The new Brand Campaign for 2018 reveals all the seductive power of Bulgari, thanks to the charisma of its ambassadors Lily Aldridge, the quintessence of Roman beauty, and Bella Hadid, the new face of B.*zero*1 *Two extraordinary women who interpret the countless faces of Bulgari femininity.*

The New Year will see a wealth of stories starring Bulgari creations, starting with the new B.*zero*1 *Labyrinth, a ring that celebrates the desire for constantly authentic self-expression. The captivating curves of its rose and white gold spiral reveal this collection's innate ability to break free from set rules or conventions. Meanwhile,* Serpenti *and* OCTO *watches have been reworked to enhance their infinite creative potential.* Serpenti *Twist Your Time embraces all the traits of the world of jewellery, dressing up in interchangeable, highly personalised new skins thanks to a whole series of sensual, joyful, colourful leather straps for daily wear.* OCTO *confirms its very strong interpretative potential, with numerous aesthetic options thanks to a wide selection of cases, materials and details, features that reiterate its undisputed status as a modern accessory. Finally, with its unconventional designs, coloured graffiti, impacting studs and dazzling metallic leathers, the new Spring Summer 2018 Accessories Collection shows daring creativity inspired by the freedom of expression and appeal of street art that dominate modern cities.*

More than any other year, 2018 will pay homage to our brand's unique DNA. Starting from the past, reinterpreting the present, and projecting our values into the future.

The imaginary bridge that links the past and present is strengthened by the opening of the New Curiosity Shop *in Via dei Condotti, in Rome. This new creative tribute dedicated by our company to Rome, its city of origin, was inspired by the shop that Sotirio Bulgari opened in 1895. The new store aims to provide a futuristic telling of the brand's innate curiosity for all that is visionary and extraordinary, in a fun game of opposites and a display of absolutely extravagant objects. A real window onto curiosities from around the world, all set to open in the heart of Rome.*

At the end of 2017 and the beginning of 2018, Bulgari reconfirms its role as the highest expression of luxury hospitality, with three magnificent openings: the Bulgari Hotel in Beijing, the Bulgari Resort Dubai and the Bulgari Hotel & Residences in Shanghai.

Unique locations that fit beautifully into their surroundings, they are the perfect blend of traditional design and contemporary Italian architecture by the Antonio Citterio Patricia Viel and Partners design practice. These structures of extraordinary quality have been designed with the same attention to details that has always made every Bulgari creation stand out.

A discreet luxury haven, the Bulgari Hotel in Beijing is a real urban resort, in total harmony with its environment and respectful of its surrounding nature and art. The Bulgari Resort Dubai defines a luxurious sophisticated lifestyle, sculpted and set like a sparkling jewel in a perfect bay on an island paradise. The next opening scheduled for this year is the Bulgari Hotel & Residences Shanghai. Located inside an extraordinary riverside metropolis, the Hotel represents the best fusion of traditional design and contemporary Italian style. These three new gems enrich the ultra-exclusive collection of Bulgari boutique hotels, which already include London, Bali and Milan.

It will be an extraordinary start to the year, in which an incredible alchemy of elements will, more than ever, embody the excellence and uniqueness of the Bulgari brand.

Jean-Christophe Babin
CEO of BVLGARI GROUP



POWER TO BVLGARI

text **Carlo Mazzoni**
photography **Marin Laborne**
talents **Lily Aldridge and Bella Hadid**

In conversation with Mrs. Carla Liuni

Orgoglio e sincerità. Il carattere, il potere, la genialità: insieme compongono la bellezza di una donna. *Larger than Life* una frase che suona come poesia rock, qui da Bulgari, e che ne riassume l'identità: quel vivere sopra le righe, quella voglia di vita infinita, quel tocco di follia che fa esplodere i colori delle pietre. *«Non esiste senso di colpa, non esiste timore, nessun conformismo – soltanto la voglia di mostrarsi per quello che si è. Osare, trasformarsi in quello che si vuole essere. Le donne sono al centro di tutta la fantasia di Bulgari»*, dice Carla Liuni, a capo dell'immagine e della comunicazione della casa romana, manager dalla tempra di acciaio che porta negli occhi l'energia di questo pianeta. *«La donna di Bulgari non conosce ansia o tensione, riconosce la propria umanità. La vanità è una virtù perché nasce dall'orgoglio di guardarsi allo specchio, e scoprirsi più bella di ieri. Questa campagna è dedicata a tutte le donne che non hanno necessità di essere catalogate perché sono donne forti, determinate e fiere del loro essere...»*.
Un gioiello Bulgari produce piacere. *«Un piacere fisico che ognuno sente sulla pelle a proprio modo: i gioielli di Bulgari si indossano diventando parte di te»* Carla Liuni sa tramettere il valore di cui parla. Un anello, un pavé di diamanti: i gioielli di Bulgari permettono a una donna di lasciarsi ammirare in quella quiete gentile che ogni donna sa trasformare in forza invincibile. Una donna non ha bisogno di altro.
Le immagini della nuova brand campaign sono state scattate da Solve Sundsbo, image maker visionario, fotografo e artista. Sundsbo è una firma precisa per Bulgari: segna un incontro estetico, nobile e futuristico, audace nei colori e nella materia. *«Avevo già lavorato con Solve una decina di anni fa. Ho ritrovato l'abilità artistica e la consapevolezza del potere economico, quell'equilibrio tra lusso e arte tanto sofisticato quanto sottile. Il suo talento brilla quando il suo lavoro unisce fantasia e business»*.
Il marmo italiano appare nei suoi colori: le architetture dell'anello *signature* B.*zero*1, imprescindibile per ogni storia moderna della gioielleria, giocano sul blu; i serpenti simbolo di seduzione vivono sull'ocra; la collezione DIVAS' DREAM si riflette in una galleria di specchi, in un mondo di porpora notturno per un glam senza tempo; i diamanti nascono in un caleidoscopio, tra le vene del marmo più antico, il verde profondo.
«I colori sono i nostri codici, ci piace riaffermarlo» conclude Carla Liuni. *«Con Bulgari, ogni donna si trasforma, o semplicemente si spoglia per diventare un'icona di design, seduzione, glamour, vanità. Un mondo di femminilità, allo stato puro e primario. Dopo tutto, Bulgari è semplicemente questo»*.

Pride and sincerity. Character, power, and genius the elements that together create a woman's beauty. Larger than Life*: rock poetry to our ears at Bulgari, and our identity in a nutshell. Slightly OTT, with an incessant desire for life, and that hint of madness that makes the colours of the stones explode.*
"There is no guilt, no fear, no conformity just a desire to appear to be what we are. Daring to become exactly what we want to be. Bulgari's imagination is entirely focused on women," *says Carla Liuni, head of image and communication for this Rome-based company, a steely-tempered manager whose eyes blaze with the energy of all our planet.* "The Bulgari woman is oblivious to anxiety and stress, she recognises her own humanity. Vanity is a virtue because it is born out of the pride of looking in the mirror and seeing ourselves more beautiful than yesterday. This campaign is dedicated to all those women who do not need to be pigeonholed because they are strong and determined, proud of what they are."
A Bulgari jewel produces pleasure. "A very personal, physical pleasure on the skin: Bulgari jewels become a part of their wearer," *Carla Liuni knows how to get across the value she speaks about. A ring, a diamond pavé: Bulgari jewels allow a woman to be admired for that graceful serenity that any woman can turn into invincible strength. A woman needs nothing more.*

> *Bulgari allows a woman to be admired for that serenity that any woman can turn into strength*

The photos for the new brand campaign were taken by Solve Sundsbo, a visionary image maker, photographer and artist. Sundsbo represents a decisive signature for Bulgari: his work is an aesthetic, noble, futuristic encounter of bold colours and material. "I had already worked with Solve ten or so years ago. Today he has artistic ability and awareness of economic power, a balance of luxury and art, as sophisticated as it is subtle. His talent shines out when his work combines imagination and business."
*Italian marble features in his colours: the architectures of the B.*zero*1 signature ring, a must for any modern jewellery story; play with blue; the snakes that symbolise seduction live on ochre; the DIVAS' DREAM collection is reflected in a gallery of mirrors, in a world of midnight purple for timeless glamour; diamonds are born in a kaleidoscope, set against the veins of the oldest deep green marble.*
"Colours are our codes, we like to reiterate this," *Carla Liuni ends by saying.* "Bulgari allows every woman to transform or simply undress to become an icon of design, seduction, glamour, and vanity. A world of femininity, in its purest, primary state. After all, Bulgari is simply this."



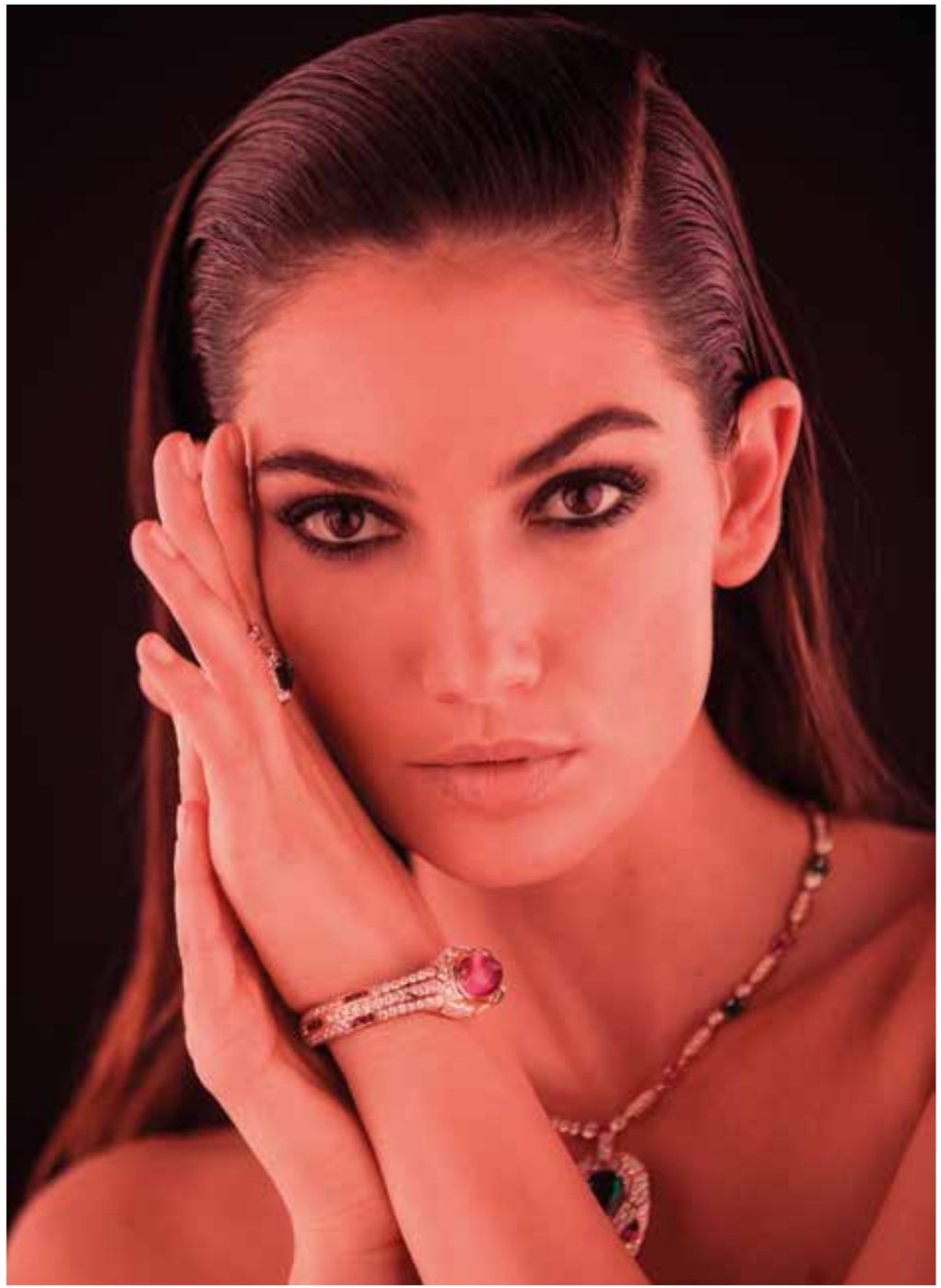




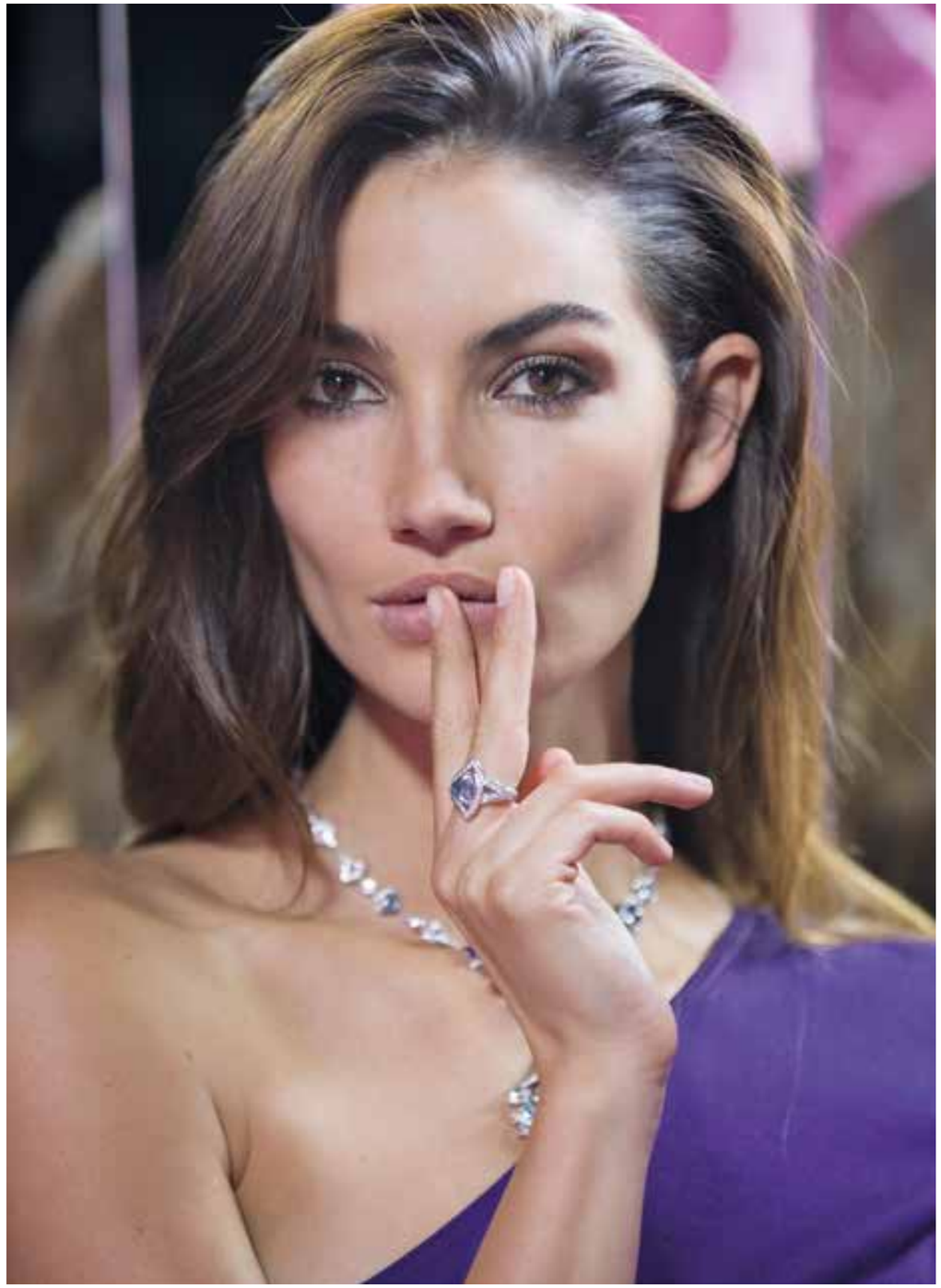
















TATIANA GECMEN WALDEK

Aristocratic imprinting, curiosity and an inclination for experimenting make Tatiana Gecmen Waldeck a citizen of the world

Tatiana Gecmen Waldeck è una donna di radici cosmopolite. Imprinting aristocratico il nonno materno è il SAR, il principe Michel de Bourbon-Parme , curiosità e vocazione sperimentale, è una cittadina del mondo. Cresciuta tra Teheran e Parigi, una vita a Monaco e Salisburgo, Milano e Londra, ora è stabile a Berlino. Indipendente e decisa, nella vita ha sempre scelto da sola. Oggi si occupa di organizzazione di eventi culturali e mostre. «*Sono stata educata al contemporaneo* afferma Tatiana . *Mio padre faceva il fotografo a Vogue US con Diana Vreeland negli anni Sessanta, mia madre era sempre attorniata da pittori, musicisti e scrittori. Amo mettere in contatto talenti creativi e artisti, identificare sinergie e nuove piattaforme di idee. In particolare oggi il mio interesse si rivolge alla creazione di audiolibri – sto ultimando il secondo e alle audio-animazioni per il digitale. Questo anno trascorso a Berlino mi ha permesso di approfondire il mondo della musica elettronica e di quella analogica. La musica è il filo conduttore della mia vita: anche i gioielli mi evocano suoni speciali, memorie familiari d'infanzia, come il tintinnare dei bracciali che mia madre adorava portare numerosi al braccio o quello lieve e quasi fatato dei* charms. *Per me sono innanzitutto un divertimento, un mezzo per raccontarmi, per manifestarmi. Mi piace il mix-match, porto spesso orecchini spaiati e diversi, seguo l'ispirazione che viene dal mio scrigno. Bulgari per me rappresenta la* joie de vivre, *un fuoco d'artificio di colori, quelli delle sue pietre accostate secondo schemi e gradazioni osate e il glamour dell'Italia tra gli anni Cinquanta e i Sessanta, l'epoca dorata e felice della 'Dolce vita', piena di energia vitale e di fermenti culturali».*

Tatiana Gecmen Waldeck has cosmopolitan roots. Her aristocratic imprinting—her maternal grandfather is HRH Prince Michel of Bourbon-Parma—curiosity and an inclination for experimenting make her a citizen of the world. After growing up in Tehran and Paris, and living in Munich and Salzburg, Milan and London, she has now settled permanently in Berlin. Independent and decisive, she has always made her own choices. Today she organises cultural events and exhibitions. "My education was contemporary culture," *says Tatiana.* "My father was a photographer for Vogue US with Diana Vreeland in the sixties, my mother was always surrounded by painters, musicians and writers. I adore creating contact between creatives and artists, identifying synergies and new platforms for ideas. My interest today lies, in particular, in the creation of audiobooks I am finishing my second one and audio-animation for digital art. This year spent in Berlin has allowed me to get to know the world of electronic and analog music better. Music is central to my life: even jewels evoke special sounds in me, familiar childhood memories, like the jangle of the bracelets that my mother loved to wear in abundance on her arm or the almost fairy-tale tinkling of charms. They are primarily a source of fun to me, a means of self-expression, a way of being. I like to mix and match, I often wear mismatched earrings, I follow the inspiration I get from my jewellery box. For me, Bulgari is joie de vivre, the colours of its stones a burst of fireworks, in daring settings and hues, and the glamour of Italy in the fifties and sixties, the golden age of the 'Dolce vita', a time of vital energy and cultural ferment."

> *"My education was contemporary culture. I adore creating contact between creatives and artists"*



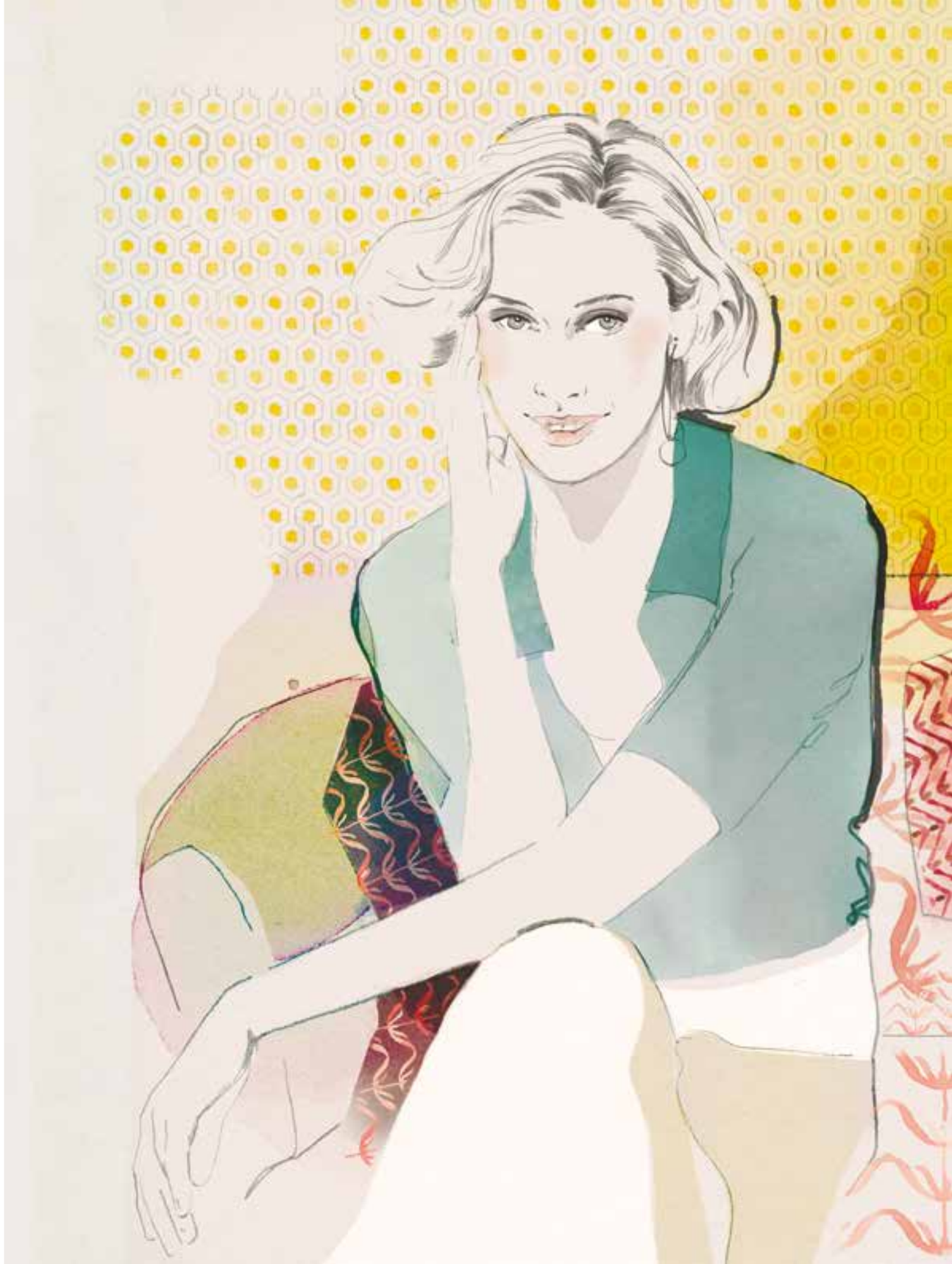
ALLEGRA HICKS

A designer and artist who moves freely through many creative and imaginary environments, recognized around the world for her beautiful textiles and prints

Allegra Hicks è una designer e artista che ha attraversato in libertà molti ambiti creativi e di immaginazione. Basata a Londra, trascorre almeno una settimana al mese a Napoli, città in cui è approdata alcuni anni fa. A Napoli nel novembre scorso Allegra ha debuttato quasi per caso, sottolinea nella pittura, con una mostra di suoi acquerelli dedicati alla città partenopea che definisce come una 'geografia dell'anima'. Lei peraltro confessa di avere dipinto per tutta la vita, di essere sempre partita per imbarcarsi in qualsiasi progetto a cominciare da un foglio bianco. *«Credo che la maniera in cui le donne affrontano un processo creativo abbia un focus diverso* afferma la Hicks *.È un approccio differente, più tentacolare, che riassume in sé tutte le ispirazioni che stanno intorno all'universo femminile. Mi viene in mente ad esempio Zaha Hadid, una personalità che ha collaborato con Bulgari, legata a me da una grande amicizia fin da tempi precedenti alla sua affermazione sulla scena internazionale dell'architettura. Ho sempre ammirato la sua indipendenza di espressione, la sua assoluta mancanza di paura nell'osare, senza chiedersi nulla se non seguire quelle linee sinuose e continue, ipnotiche, che tracciava in modo stupefacente e sicuro. Per Bulgari ha dato vita ad autentiche micro-architetture dinamiche, ha incarnato in un gioiello segni potenti e incisivi. Personalmente amo soprattutto i gioielli antichi, mi lascio tentare dalle storie che raccontano e dall'attrazione fatale che rappresentano. Non di rado me li sono anche comprata da sola, sebbene ritengo che sia comunque più bello riceverli in dono. Ho un pendente che apparteneva a mia nonna, che porto spesso e che ancora custodisce qualche traccia di fragranze lontane».*

Allegra Hicks is a designer and artist who has moved freely through many creative and imaginary environments. Based in London, she spends at least one week every month in Naples, the city she came to a few years ago. Last November in Naples Allegra made her painting debut—almost by chance, she stresses—with an exhibition of watercolours dedicated to the city she calls a 'geography of the soul'. She also confesses that she has always painted, that she has always started out her projects with a blank piece of paper. "I think that the way the women tackle the creative process has a different focus," she says. "It is a different, more far-reaching approach, one which embodies all the inspirations inherent in the world of women. Zaha Hadid comes to mind, for example, who has collaborated with Bulgari and was a great friend of mine before she was even famous on the international architecture scene. I have always admired her independence of expression, her absolute lack of fear in daring, without asking anything of herself that was not following those sinuous, continuous, hypnotic lines that she traced so amazingly and confidently. For Bulgari she has created true dynamic micro architecture, embodying powerful, insightful force in a jewel. I personally adore antique jewels more than anything, I am drawn by the stories they tell and the fatal attraction they hold. I have even bought them for myself on several occasions, even if I believe that it is much nicer to receive them as a gift. I have a pendant that belonged to my grandmother, which I wear often and which still has a hint of fragrance from long ago."

> *"I have always admired her independence of expression, her absolute lack of fear in daring"*



RACHEL FEINSTEIN

The American artist is known for her baroque and fantasy-inspired sculptures and reminiscences of the Pre-Raphaelites

Tra le personalità oggi più interessanti della scena internazionale dell'arte, l'americana Rachel Feinstein, nata in Arizona, si esprime nella scultura e nell'ambito delle installazioni multi-part. Il suo linguaggio reinventa ispirazioni barocche e sintetizza citazioni e semantiche tra le più diverse. Bellezza rinascimentale, Rachel Feinstein è sposata dal 1997 con un altro celebre artista, John Currin. «*Sono cresciuta a Miami* racconta Rachel *quando la vita culturale in città era ristretta. È stata una fortuna per me, perché ho dovuto formarmi una mia idea personale di cosa fosse l'arte. Adesso come non mai le donne stanno trovando la loro voce. Per me sono sempre state più potenti degli uomini, per l'abilità di destreggiarsi tra le necessità del quotidiano e la vita nel mondo. Una ruota che scricchiola, come si dice, ha bisogno di essere oliata: molte donne hanno deciso di essere soltanto delle brave ragazze, senza lottare. I tempi stanno cambiando. Questo è uno dei temi della mia esposizione ora in atto presso Gagosian a Los Angeles*». Quanto al successo, la ricetta di Rachel è semplice e immediata: «*Se nella vita puoi fare quello che ami, allora vuol dire che sei una persona di successo*». Più che di gioiello, Rachel Feinstein parla di manufatti preziosi e rari. «*Dipinti antichi, disegni, statuette di porcellana, piccole e grandi sculture. A mio marito e a me piace donarci oggetti magnifici come segno d'amore. Per il suo quarantesimo compleanno gli ho regalato un disegno di Ludovico Carracci, mentre John ha trovato per me gioielli antichi: un anello settecentesco che risplende in modo diverso e ancestrale alla luce delle candele*».

One of today's most interesting names on the international art scene, Arizona-born Rachel Feinstein expresses herself through sculpture and multi-part installations. Her language reworks baroque inspirations and condenses the widest array of references and semantics. A renaissance beauty, Rachel Feinstein has been married to another famous artist, John Currin, since 1997. "I grew up in Miami," *says Rachel,* "when the city had a somewhat limited cultural life. This was my good fortune because I had to cultivate my own personal idea of what art was all about. Now as never before, women are finding their voice. For me they have always been more powerful than men, thanks to their ability to juggle everyday necessities with living in this world.

> *"Now as never before, women are finding their voice. For me they have always been more powerful than men"*

A squeaky wheel, as they say, needs oiling but many women have decided not to put up a fight and just be good little girls. The times they are a-changin'. This is one of the themes of my on-going exhibition at the Gagosian in Los Angeles." *Rachel's recipe for success is simple and immediate.* "If you can do what you love in life, then it means you are a successful person." *Rachel Feinstein speaks of rare, precious artefacts rather than jewels.* "Ancient paintings, drawings, little porcelain statues, sculptures large and small. My husband and I like to give each other magnificent objects as a sign of our love. For his fortieth birthday I gave him a drawing by Ludovico Carracci, while John found some antique jewellery for me: an eighteenth-century ring that glimmers differently and ancestrally in the candlelight."



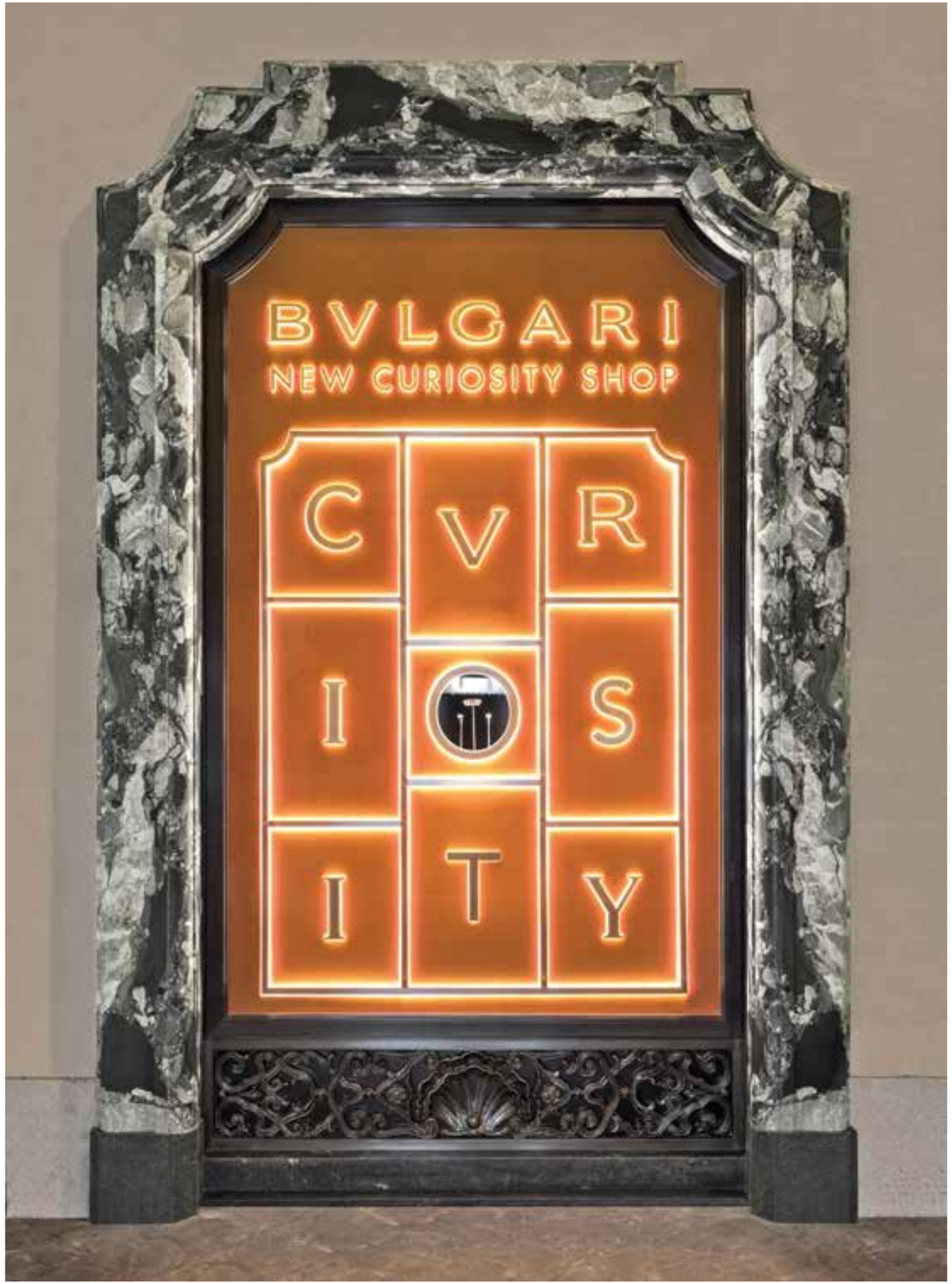
NEW CURIOSITY SHOP

A concept store opened in Via dei Condotti in Rome by Bulgari in December 2017 targets the young generations

Il *New Curiosity Shop* è il concept store che Bulgari ha aperto da dicembre in via dei Condotti a Roma e inaugurato ufficialmente il 31 gennaio. Un luogo che rappresenta la creatività della casa, la sfida al superamento dei propri confini, e che si rivolge in particolare alle ultime generazioni, reinterpretando in uno spirito contemporaneo il fascino dell'*Old Curiosity Shop – La bottega dell'antiquario* . Così Sotirio Bulgari aveva chiamato il primo negozio di via dei Condotti a inizio Novecento dal titolo di un romanzo di Charles Dickens e così Bulgari rinnova la propria matrice culturale e creativa nel nuovo spazio di Palazzo Maruscelli Lepri.
Curiosità è la parola chiave. Le collezioni degli antichi *cabinet de curiosité* diventano di nuovo attuali e persino futuristici: rarità, pezzi d'arte, reperti esotici e scientifici, lungo epoche successive e in tante culture e geografie nel globo, queste collezioni di *mirabilia* hanno costituito sempre una sorgente d'ispirazione, creatività e innovazione. Gli opposti generano armonia: la tradizione si unisce alla contemporaneità e al futuro, l'audacia del colore si oppone alla purezza del bianco, gli spazi apparentemente opposti si rivelano facce di una stessa medaglia. La *Stanza delle Meraviglie*, moderna e vibrante *Wunderkammer*, è il luogo dove l'audacia espressiva e l'anima sperimentale del brand si rivelano insieme al suo universo immaginario e in continua trasformazione. Un susseguirsi di ambienti tematici, dove non mancano un'avvolgente *Sala Tailor* per la partecipazione attiva e le creazioni personalizzate di Bulgari, e un'avveniristica enclave *Technology*, per interagire con le creazioni Bulgari su un tavolo interattivo.

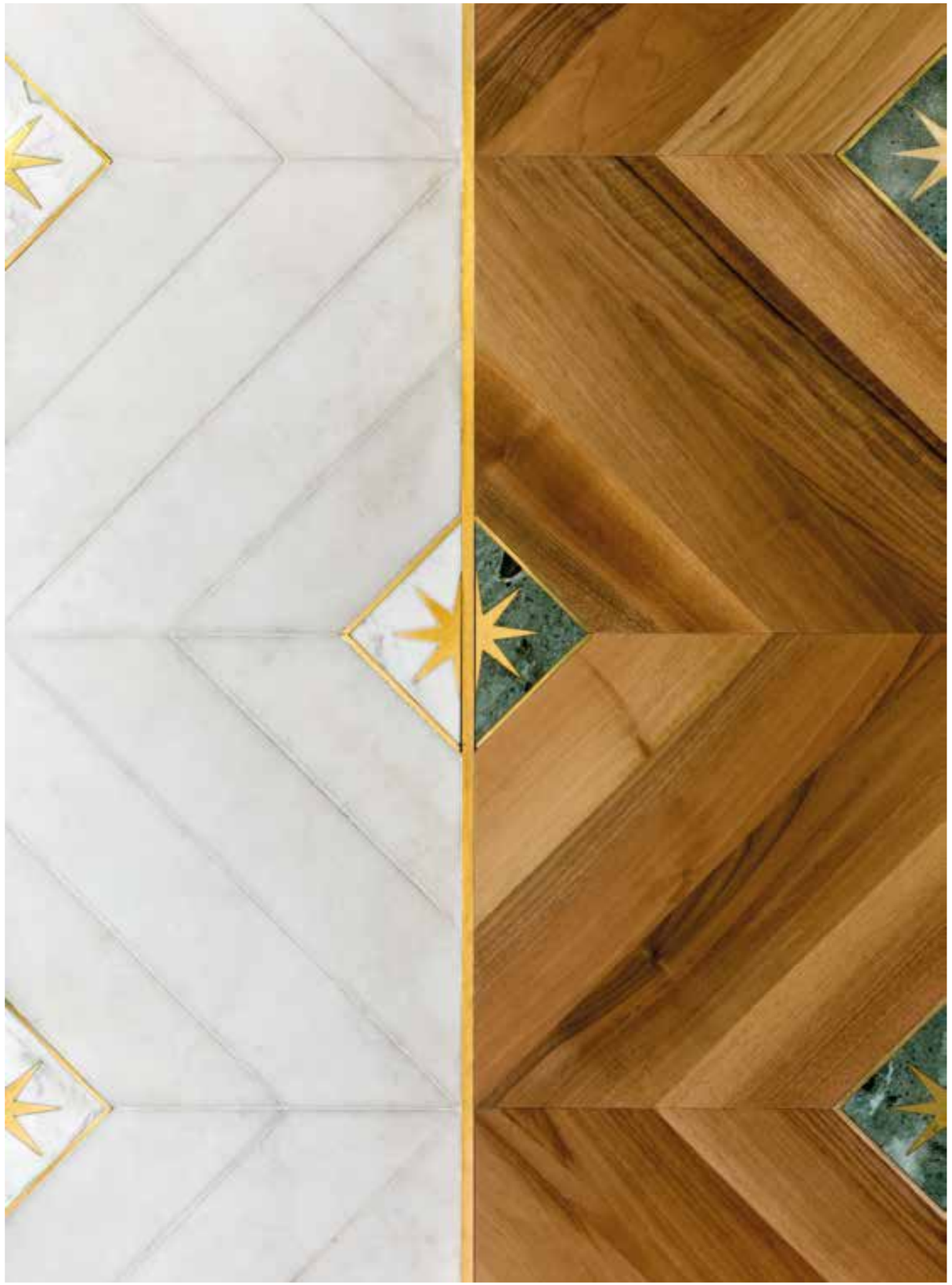
The New Curiosity Shop *is the concept store opened by Bulgari in December in Via dei Condotti in Rome, officially inaugurated on 31 January. It represents the creativity of the company, the challenge to exceed its limits, and in particular targets the young generations with a contemporary makeover of the appeal of the* Old Curiosity Shop. *This name, chosen by Sotirio Bulgari for his first store in Via dei Condotti at the turn of the twentieth century and taken from a novel by Charles Dickens, is how Bulgari has decided to renew its cultural and creative matrix at this new address in Palazzo Maruscelli Lepri.*
Curiosity *is the keyword. Collections in antique* cabinets de curiosité *gain a new-found modernity that is even futuristic: rarities, pieces of art, exotic and scientific finds, collected down through the ages from many different cultures and geographies around the globe, these assortments of marvellous objects have always been a source of inspiration, creativity and innovation. Opposites generate harmony: tradition merges with contemporaneity and the future, the boldness of colour contrasts with the pureness of white, apparently opposite spaces prove to be two faces of the same coin. The* Cabinet of curiosities, *a vibrant, modern* Wunderkammer, *is where this brand's expressive daring and experimental soul are revealed, together with its imaginary and continually changing universe. A series of themed rooms include a welcoming* Tailor's Room, *for active participation and personalised creations by Bulgari and a futuristic* Technology *enclave for interaction with Bulgari creations on an interactive table.*

> *Rarities, pieces of art, exotic and scientific finds, collected down through the ages around the globe*




SIDERA
COSMOS









BEAUTIFUL SHOTS



Sharon Stone at the 60th edition of the Cannes Film Festival for the screening of *Le Scaphandre et le Papillon* (2007). Cannes, France



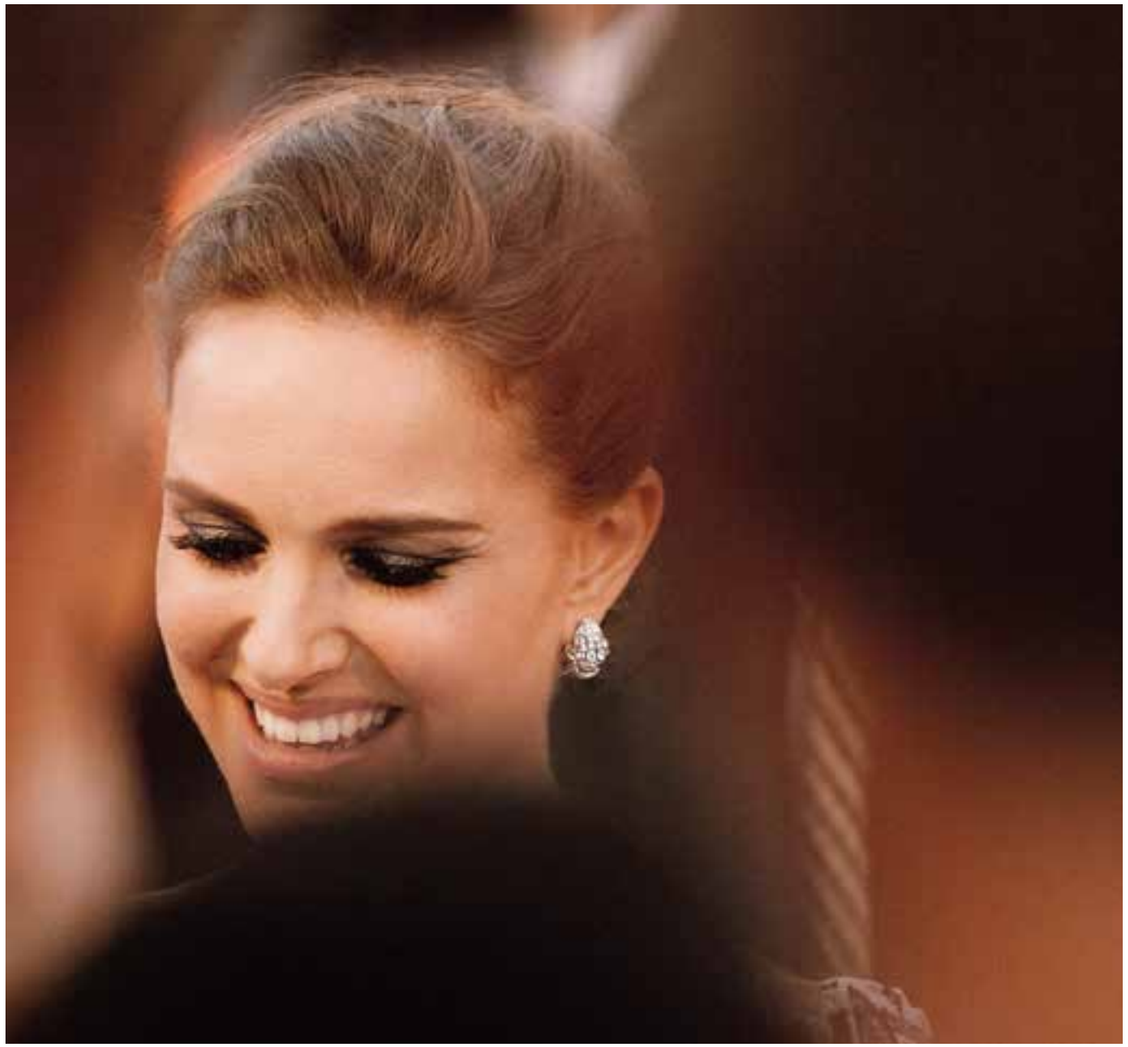


Queen Sofia of Spain during Spain's National Day Military Parade on
October 12, 2008. Madrid, Spain
opposite page:
Alicia Vikander arrival for the UK premiere of *The Light Between Oceans*
at The Curzon Mayfair (2016). London, England



Julianne Moore at The Bulgari Express for Save The Children Dinner and Auction Party at the Salone delle Fontane (2010). Rome, Italy

opposite page:
Scarlett Johansson attending *Under The Skin* Premiere during the 70th Venice International Film Festival (2013). Venice, Italy





Natalie Portman attending the premiere of *Jackie* during the 73rd Venice Film Festival at Sala Grande (2016). Venice, Italy
opposite page:
Nicole Kidman attending the 76th Annual Academy Awards at the Kodak Theater (2004). Hollywood, California

URBAN OASIS

After Milan, London and Bali, three Bulgari Hotel openings at the end of 2017 and the spring of 2018: Beijing, Dubai and Shanghai

Il Bulgari Hotel di Pechino, recentemente inaugurato e progettato come quelli di Milano, Londra e Bali dallo studio di architettura italiano Antonio Citterio Patricia Viel, è concepito come un Resort di città: sorge nell'area di Chaoyang all'interno del complesso 'Genesis', un'oasi di tranquillità dove la natura e l'arte sono protagoniste, l'una con giardini e pini secolari che si affacciano sul fiume Liangma e l'altra grazie alla Genesis Art Foundation, il cui edificio, adiacente all'hotel, è stato realizzato da Tadao Ando. «*Un albergo concepito come un dialogo tra Italia e Cina* sottolinea Silvio Ursini, Bulgari Executive Vice President , *in cui arte e natura si mescolano in chiave luxury, con un approccio raffinato, senza ostentazione*». Dopo Milano, Londra, Bali e Pechino, il 7 dicembre 2017 ha aperto il Bulgari Resort & Residences Dubai, oasi urbana nell'isola artificiale Jumeira Bay. La forma dell'Isola è peculiare, ricorda un cavalluccio marino ed è collegata alla costa del centro di Dubai da un ponte di trecento metri. Il complesso architettonico include una Marina privata con cinquanta ormeggi per altrettante barche e il primo Yacht Club Bulgari al mondo, che offre una vista senza eguali sul mare del golfo Arabo. Per quanto riguarda i prossimi appuntamenti, l'approdo della Maison in Cina non finisce con Pechino: un albergo inaugurerà a Shanghai nel 2018 a primavera. La location si trova nello sviluppo metropolitano di Suhe Creek, nel distretto di Jing'an, zona protetta che costeggia il fiume Suzhou e che si affaccia sul Bund e sul Huangpu, così come sull'iconico skyline di Pudong, la cittadella finanziaria locale. Il Bulgari Shanghai occupa gli ultimi otto piani di un edificio contemporaneo e si articola in ottantadue camere, tra cui una suite di quattrocento metri quadri. «*Quella alberghiera è un'attività che Bulgari inizia nel 2000* – conclude Silvio Ursini – *I Bulgari Hotels & Resorts sono nati per incontrare i desideri di una 'tribù' di viaggiatori amante dello stile italiano elegante e contemporaneo declinato nel design, nell'accoglienza e nella cucina*».

Recently inaugurated and designed, like those in Milan, London and Bali, by the Italian architecture firm, Antonio Citterio Patricia Viel, the Bulgari Hotel in Beijing has been conceived like a resort. It is located in the Chaoyang district, inside the 'Genesis' complex, a haven of peace and quiet where nature and art are the main players. Nature in the form of gardens and secular pines along the banks of the River Liangma. And art thanks to the Genesis Art Foundation in a building adjacent to the hotel and designed by Tadao Ando. "A hotel conceived as dialogue between Italy and China," *emphasises Silvio Ursini, Bulgari Executive Vice President,* "a luxury fusion of art and nature, with a refined, never showy, approach." *After Milan, London, Bali and Beijing, 7 December 2017 saw the opening of Bulgari Resort & Residences Dubai, an urban getaway on the artificial island of Jumeira Bay. This peculiarly seahorse-shaped island is linked to the coast in the centre of Dubai by a three-hundred-metre long bridge. The architectural complex includes a private marina with fifty berths and the world's first Bulgari Yacht Club, which offers incomparable views of the Arabian Gulf. Bulgari's venture in China continues after Beijing with further happenings in the pipeline that include inauguration of a hotel in Shanghai in the spring of 2018. The location chosen is in the urban redevelopment project called Suhe Creek, in Jing'an district, a protected zone along the River Suzhou,*

> *"The Bulgari Hotels & Resorts were set up to meet the desires of a tribe of lovers of elegant and contemporary Italian style"*

which overlooks the Bund and Huangpu, and the icon skyline of Pudong, the local financial town. The Bulgari Shanghai is on the top eight floors of a contemporary building, and it comprises eighty-two rooms that include a four-hundred square metre suite. "Bulgari started its hotellerie business in 2000," *Silvio Ursini finishes by saying.* "The Bulgari Hotels & Resorts were set up to meet the desires of a tribe of travellers, lovers of elegant, contemporary Italian style interpreted in design, hospitality and cuisine."



BEIJING









"A hotel conceived as dialogue between Italy and China, a luxury fusion of art and nature, with a refined, never showy, approach."



DUBAI









This seahorse-shaped island is linked to the coast in the centre of Dubai by a three-hundred-metre long bridge. The architectural complex includes a private marina and the world's first Bulgari Yacht Club

SHANGHAI
2018





The Bulgari Shanghai is on the top eight floors of a contemporary building, and it comprises eighty-two rooms that include a four-hundred square metre suite



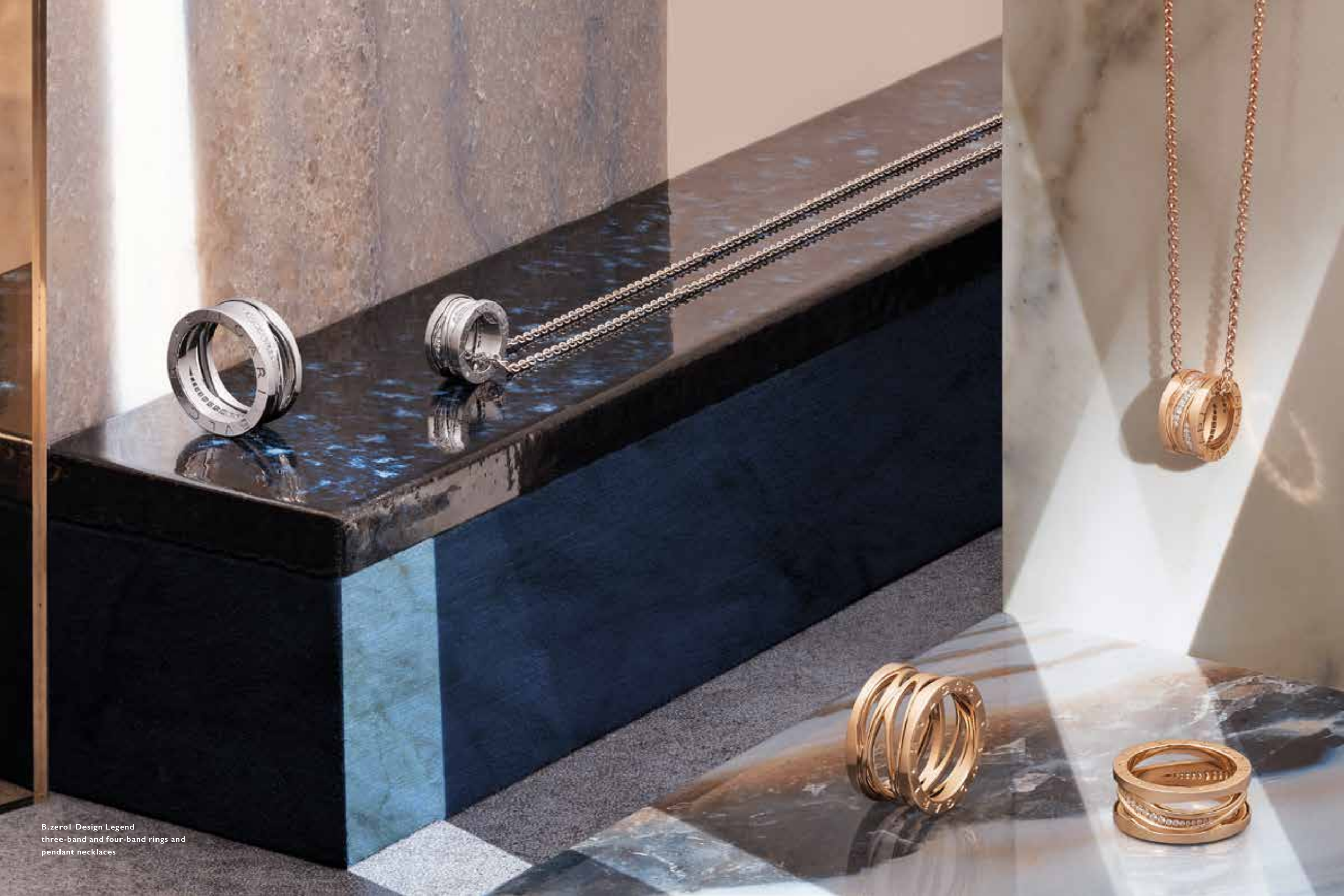
B.ZERO1 UNIVERSE

photography **Cesare Medri**



B.zero1 Labyrinth four-band ring and pendant necklace

B.zero1 Labyrinth four-band ring
and pendant necklace



B.zero1 Design Legend
three-band and four-band rings and
pendant necklaces

B.zero1 bangle bracelets

B.zero1 four-band rings,
sautoir necklace
and pendant necklace



B.zero1 bangle bracelets

B.zero1 pendant necklace, single earring and four-band ring

Photographer's assistant
Simon Trevisan;
Post Production
Twin Touch;
Location
P12TWELVE Studios, Milan



AN ITALIAN AFFAIR

photography **Roberto Patella**



OCTO L'ORIGINALE watch

General view of the
Mediopadana High Speed
Train Station designed by
Santiago Calatrava.
Reggio Emilia, Italy
opposite page:
OCTO L'ORIGINALE watch

MAXXI National Museum of the 21st Century Arts designed by Zaha Hadid in 2009. Rome, Italy
opposite page:
OCTO ROMA watch

Interior view of lobby looking up, MAXXI National Museum of the 21st Century Arts. Rome, Italy

opposite page:

OCTO ROMA watch





A general view of 'Nuvola' Convention Centre designed by Massimiliano Fuksas and owned by Eur Spa. Rome, Italy

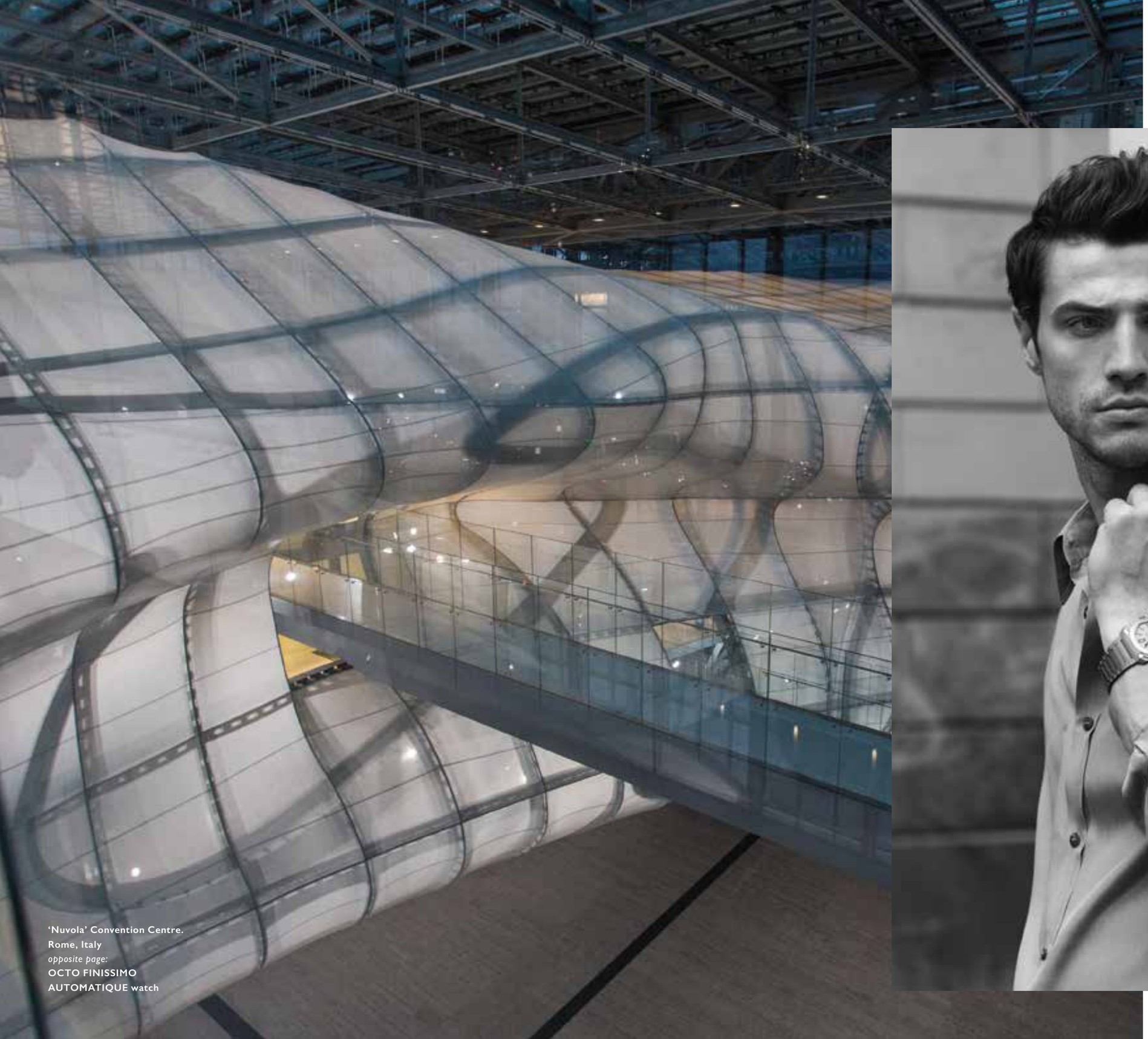
opposite page:

OCTO FINISSIMO AUTOMATIQUE watch

OCTO ROMA watch

Mediopadana station.
Reggio Emilia, Italy
opposite page:
OCTO ROMA watch







‘Nuvola’ Convention Centre.
Rome, Italy
opposite page:
OCTO FINISSIMO
AUTOMATIQUE watch

MAXXI National Museum. Rome Italy
opposite page:
OCTO ROMA watch

Photographer's assistants
Luca Costa
and Veronica Chiani;
Digital operator
Nicola Pagano;
Groomer
Kassandra Frua De Angeli;
Stylist
Francesco Casarotto;
Location
Piazza Sant'Alessandro, Milan
Thanks to
Paoloni;
Lardini;
Moreschi;
Xacus

Model
Andy Walters
@ Why Not Model Agency





SEDUCTIVE

photography **Emilio Tini**



Serpenti watch

Serpenti watches

Serpenti watches

Serpenti watch

Photographer assistant
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Digital operator
Sheila Zedda;
Post Production
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@ O2 Retouching Milano;
Stylist
Michela Caprera;
Stylist assistant
Elena Dini;
Hair stylist
Andrew Guida
@ Close Up;
Make-up
Anna Maria Negri
@ W-M Management;
Location
Baobab Studio, Milan
Thanks to
Space Style Concept;
ottod'Ame;
Gabriele Colangelo;
Maje; **Alessia Xoccato**;
Daizy Shely; **Sfizio**;
Tagliatore; **Suoli**;
Beatrice B

Model
Juju Ivanyuk
@ Monster Management



CHASING LIGHT

photography **Matthew Pillsbury**



The Peak, Hong Kong, 2016
@ Benrubi Gallery



Robot Restaurant, Tokyo, 2014
@ Benrubi Gallery

Waiting for Manhattanhenge
from Long Island City,
NY July 11th 2017
@ Benrubi Gallery



Robot Bar, Tokyo, 2014
@ Benrubi Gallery

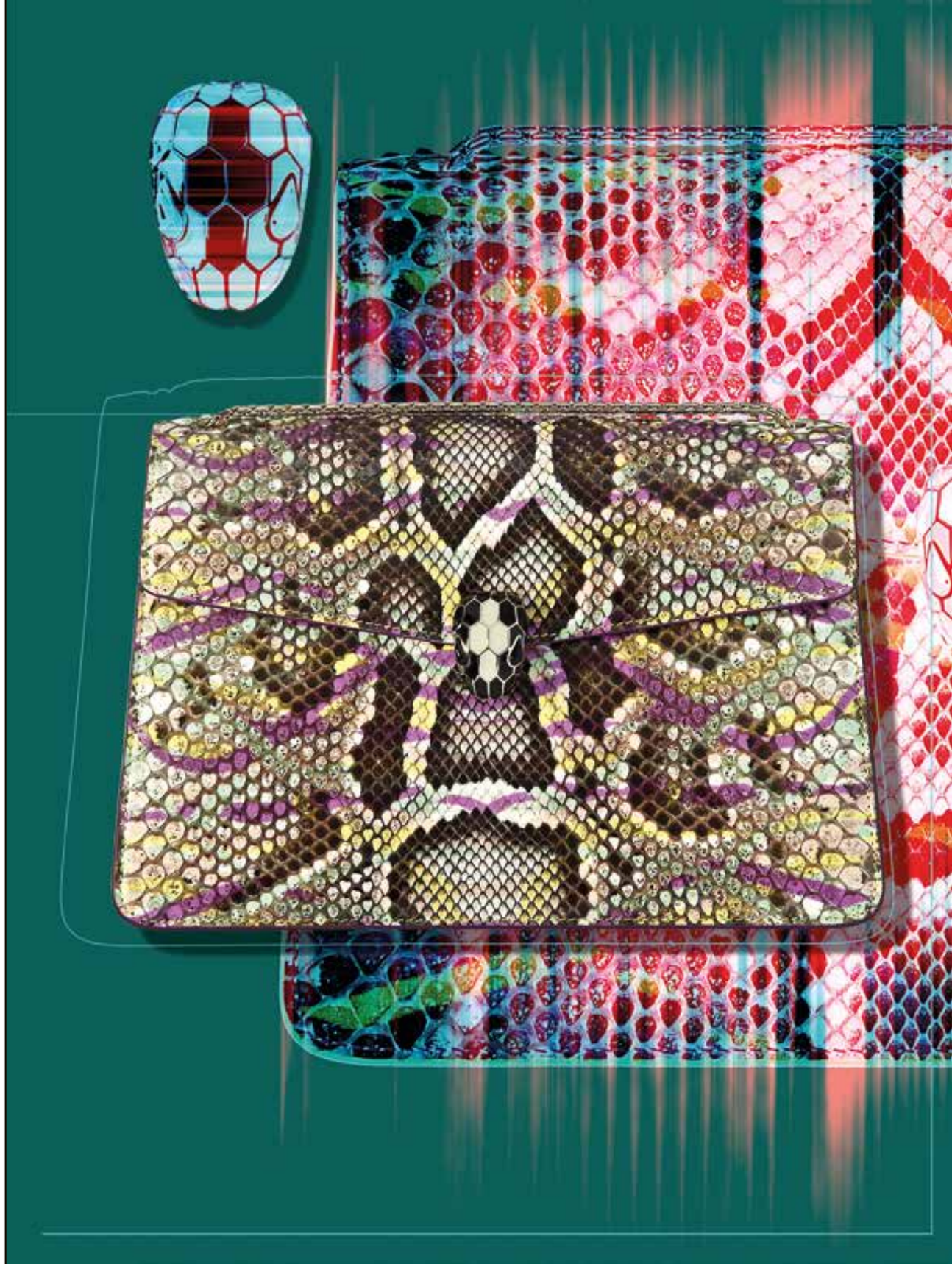
POP ME UP

photography **Beppe Buccafusca**



"Serpenti Forever" flap cover bag

"Serpenti Forever" flap cover bags;
Serpenteyes sunglasses;
opposite page:
"Serpenti Forever" flap cover bag;



"Serpenti Forever" flap cover bag

DIVAS' DREAM flap cover bags;
opposite page:
"Serpenti Forever" flap cover bags

DIVAS' DREAM flap cover bag
and compact wallet;
opposite page:
DIVAS' DREAM flap cover bags



"Serpenti Forever" flap cover bag



Serpenti Poisoncandy sunglasses;
“Serpenti Viper” top handle bag

Photographer’s assistant
Bruno Colombo;
Post Production
Beppe Buccafusca;
Location
117 Studios, Milan



SELFRIDGES

Next March, the opening of a space in Selfridges department store in London in a new section of the multi-brand store

Il prossimo marzo Bulgari apre a Londra uno spazio nel Department Store Selfridges rinnovandosi e posizionandosi in una nuova area del multi brand store. Una boutique di cento metri quadri di superficie imperniata sul consueto bouquet di materiali legati all'imprinting romano e mediterraneo della Maison di via dei Condotti, alla sua definizione del colore nella scelta delle pietre e agli accostamenti materici che ne caratterizzano la ricerca poetica. L'ispirazione romana è la stessa di ogni punto vendita del marchio: anche in questa occasione Bulgari invita a un viaggio nell'Urbe e la cifra estetica di Peter Marino si rivela così tra tradizione e innovazione. Non mancano elementi strutturali e di décor che reinterpretano lo storico design italiano dell'epoca aurea tra gli anni Cinquanta e Sessanta: suggestioni che arrivano dal lessico architettonico di designer quali Carlo Scarpa e Franco Albini. Tra i vari elementi, da sottolineare la presenza di un lampadario in vetro di Murano realizzato dalla Vetreria Vistosi i cui ganci sono fatti interamente a mano. Le vetrine sono rivestite in shantung di seta imperiale giallo zafferano mentre le testimonianze di tante celebrities che hanno amato Bulgari rimandano alla storica sede del brand di gioielleria nel cuore di Roma. A terra un parquet in noce italiano a effetto dégradé, come se fosse accarezzato dalla luce e dai riflessi solari. L'area riservata per i clienti più importanti riproduce lo charme del leggendario 'salottino Taylor' di Roma Condotti, lo scrigno dove la diva, durante gli anni di Hollywood sul Tevere, si rifugiava dall'assalto dei paparazzi. Qui si può godere di privacy protetti da una quinta che richiama la maglia della pavimentazione del Pantheon, in unione con la stella a otto punte che è tra i simboli di Bulgari e delle sue radici capitoline.

Next March, Bulgari opens a space in Selfridges department store in London, a makeover look in a new section of the multi-brand store. With one hundred square metres of floor space, this boutique is designed around the traditional bouquet of materials linked to the Roman and Mediterranean imprinting of this brand in Via dei Condotti, to how it defines colour in its choice of stones and combines materials to express its poetical side. This Roman inspiration is shared by all the brand's sales points and here, once again, Bulgari invites customers to explore the city, with the style code of Peter Marino thus embracing both tradition and innovation. Many of the structural and decor elements rework traditional Italian design from its golden era in the fifties and sixties: ideas taken from the architectural language of designers such as Carlo Scarpa and Franco Albini. These include a magnificent Murano glass light fitting made by Vetreria Vistosi, the hooks of which are made entirely by hand. The boutique windows are upholstered in saffron yel-

> *Many of the structural and decor elements of this space rework traditional Italian design*

low imperial silk shantung, while the many photos of the countless famous Bulgari fans evoke the brand's historic jewellery headquarters in the heart of Rome. The floors are in distressed Italian walnut parquet, seemingly caressed by the light and faded by the sun. The VIC (very important client) room has all the charm of the legendary 'Taylor room' in the Condotti store in Rome, the treasure chest where Elizabeth the diva would hide from pursuing paparazzi during the years of Hollywood on the Tiber. Here privacy is ensured by a panel that looks like the checkerboard floor in the Pantheon, teamed with the eight-point star that is one of the symbols of Bulgari and its Roman roots.



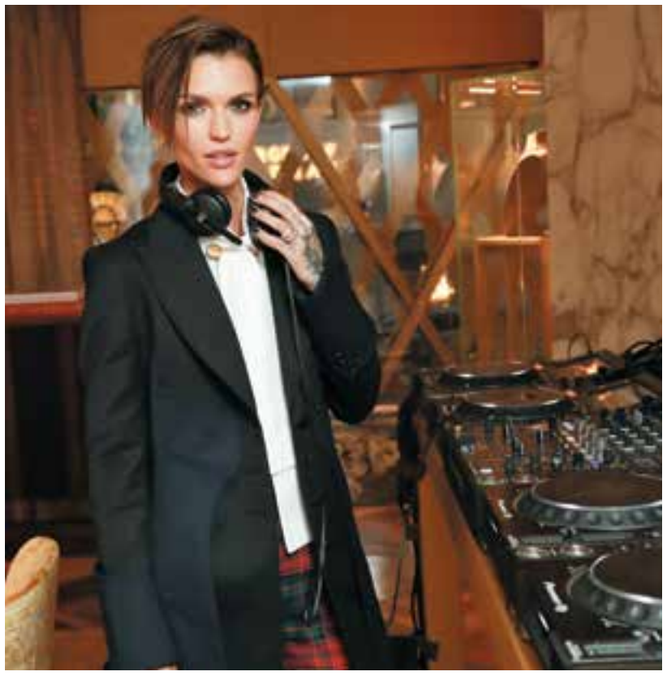
NEW YORK



Grand Opening Bulgari Fifth Avenue Flagship Store on October 20, 2017



Bella Hadid and Lily Aldridge
Grand Opening Bulgari Fifth Avenue Flagship Store on October 20, 2017



DJ Ruby Rose
Grand Opening Bulgari Fifth Avenue Flagship Store on October 20, 2017

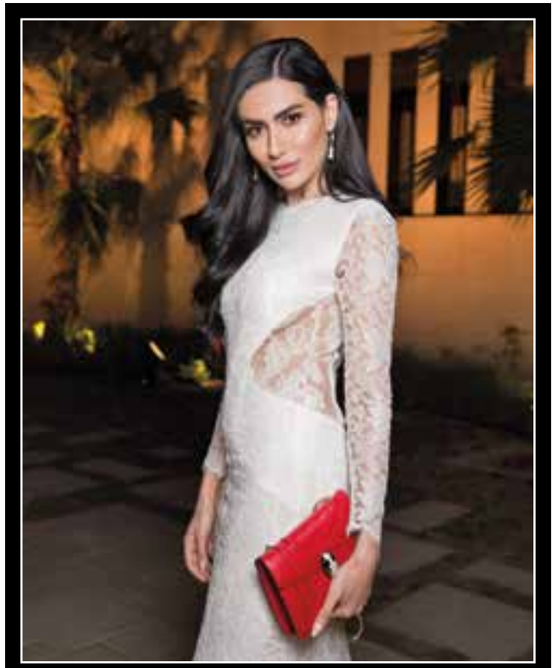


Ciara
Grand Opening Bulgari Fifth Avenue Flagship Store on October 20, 2017



Demi Lovato
Grand Opening Bulgari Fifth Avenue Flagship Store on October 20, 2017

DUBAI



Diala Makki
Grand Opening Bulgari Dubai Resort on December 5, 2017



Jean-Christophe Babin and Abdulla Al Habbai
Grand Opening Bulgari Dubai Resort on December 5, 2017



Tara Hemad
Grand Opening Bulgari Dubai Resort on December 5, 2017



Nataly Osmann
Grand Opening Bulgari Dubai Resort on December 5, 2017



Jasmine Sanders, Elena Perminova, Jon Kortajarena, Alicia Vikander, Bella Hadid, Isabella Ferrari and Nadine Nassib Njeim
Grand Opening Bulgari Dubai Resort on December 5, 2017

TOKYO



Kelly and Jean-Christophe Babin
Aurora Awards 2017



Naomi Kawase and Mari Natsuki
Aurora Awards 2017



Shiho and Ahn Mika
Aurora Awards 2017



Mika Ninagawa and Kazumi Kurigami
Aurora Awards 2017



Ayaka Miyoshi
Aurora Awards 2017



Miyavi
Aurora Awards 2017



Bulgari SerpentiForm Exhibition in Tokyo



Bulgari SerpentiForm Exhibition in Tokyo



Bulgari SerpentiForm Exhibition in Tokyo



Bulgari SerpentiForm Exhibition in Tokyo



Bulgari SerpentiForm Exhibition in Tokyo

MILAN



Jasmine Sanders and Lottie Moss
Bulgari x Nicholas Kirkwood at Bulgari Hotel – Milan Fashion Week



Bella Hadid
Bulgari x Nicholas Kirkwood at Bulgari Hotel – Milan Fashion Week

LONDON



Pop-Up Store – London Heathrow Airport T5

HELSINKI



Pop-Up Store – Helsinki Airport

BEIJING



Festa High Jewellery Event



Festa High Jewellery Event



Festa High Jewellery Event



Festa High Jewellery Event

48 **B.zero1** Labyrinth four-band ring in 18 kt rose and white gold, and pavé diamonds.

B.zero1 Labyrinth pendant necklace in 18 kt rose and white gold, and pavé diamonds.



50 **B.zero1** Labyrinth four-band ring in 18 kt rose and white gold.

B.zero1 Labyrinth pendant necklace in 18 kt rose and white gold.



52 **B.zero1** Design Legend three-band ring in 18 kt white gold, and pavé diamonds.

B.zero1 Design Legend pendant necklace in 18 kt white gold and pavé diamonds.

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

B.zero1 Design Legend three-band ring in 18 kt rose gold, and pavé diamonds.

B.zero1 Design Legend pendant necklace in 18 kt rose gold and pavé diamonds.



54 **B.zero1** bangle bracelet in 18 kt rose gold and black ceramic.

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

B.zero1 bangle bracelet in 18 kt rose gold and titanium ceramic.



56 **B.zero1** four-band ring in 18 kt rose, white and yellow gold.

B.zero1 sautoir necklace in 18 kt rose, yellow and white gold.

B.zero1 pendant necklace in 18 kt rose gold and white ceramic.

B.zero1 four-band ring in 18 kt rose gold and white ceramic.

B.zero1 four-band ring in 18 kt rose gold and black ceramic.



58 **B.zero1** bangle bracelet in 18 kt rose gold.

B.zero1 bangle bracelet in 18 kt yellow gold.

B.zero1 bangle bracelet in 18 kt rose gold and pavé diamonds.

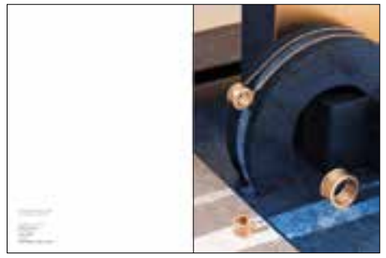
B.zero1 bangle bracelet in 18 kt white gold and pavé diamonds.



60 **B.zero1** pendant necklace in 18 kt rose gold.

B.zero1 single earring in 18 kt rose gold.

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



62 **OCTO L'ORIGINALE** watch. Integrated chronograph with column wheel mechanism. Mechanical manufacture high-frequency chronograph (5Hz) with silicon escapement, automatic winding and date, BVL 328 -Velocissimo caliber decorated with perlage, côtes de Genève and chamfering finishing. 50 hour power reserve. 41 mm titanium case with titanium crown and transparent case back. Titanium dial with raised black indexes. Integrated rubber strap with steel folding buckle treated with black Diamond Like Carbon. Water-resistant up to 100 metres.



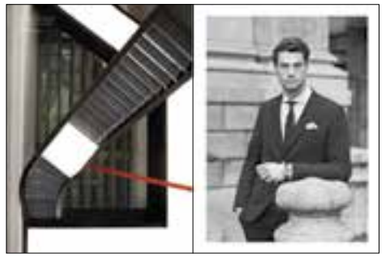
64 **OCTO L'ORIGINALE** watch. Mechanical manufacture movement with automatic winding and instantaneous date, BVL 191 - Solotempo caliber decorated with côtes de Genève, chamfering and snailed finishing. 42 hour power reserve. 41 mm titanium case with titanium crown and transparent case back. Titanium dial with raised black indexes. Integrated rubber strap with steel folding buckle treated with black Diamond Like Carbon. Water-resistant up to 100 metres.



66 **OCTO ROMA** watch. Mechanical manufacture movement with automatic winding, BVL 191 - Solotempo caliber decorated with côtes de Genève, chamfering and snailed finishing. 42 hour power reserve. 41 mm steel case with transparent case back. Crown set with ceramic. Anthracite sunray and lacquered polished dial with hand-applied brushed and polished rhodium plated indexes. Black alligator strap with steel ardillon buckle. Water-resistant up to 50 metres.



68 **OCTO ROMA** watch. Mechanical manufacture movement with automatic winding, BVL 191 - Solotempo caliber decorated with côtes de Genève, chamfering and snailed finishing. 42 hour power reserve. 41 mm steel case with transparent case back. Crown set with ceramic. Blue sunray and lacquered polished dial with hand-applied brushed and polished rhodium plated indexes. Steel bracelet with folding clasp. Water-resistant up to 50 metres.



70 **OCTO FINISSIMO AUTOMATIQUE** watch. Mechanical manufacture movement with automatic winding (platinum microrotor) and small seconds. BVL 138 - Finissimo caliber decorated by hand with côtes de Genève, chamfering and perlage finishing. 40 mm extra-thin titanium case with transparent case back. Titanium crown set with ceramic. Titanium dial. Titanium bracelet with folding clasp. Water-resistant up to 30 metres.



72 **OCTO ROMA** watch. Mechanical manufacture movement with automatic winding, BVL 191 - Solotempo caliber decorated with côtes de Genève, chamfering and snailed finishing. 42 hour power reserve. 41 mm steel case with transparent case back. Crown set with ceramic. Anthracite sunray and lacquered polished dial with hand-applied brushed and polished rhodium plated indexes. Black alligator strap with steel ardillon buckle. Water-resistant up to 50 metres.



74 **OCTO ROMA** watch. Mechanical manufacture movement with automatic winding, BVL 191 - Solotempo caliber decorated with côtes de Genève, chamfering and snailed finishing. 42 hour power reserve. 41 mm steel case with 18 kt pink bezel and crown set with ceramic and transparent case back. Brown sunray and lacquered polished dial with hand-applied 18 kt rose gold brushed and polished plated indexes. 18 kt pink gold and stainless steel bracelet with folding clasp. Water-resistant up to 50 metres.



76 **OCTO FINISSIMO AUTOMATIQUE** watch. Mechanical manufacture movement with automatic winding (platinum microrotor) and small seconds. BVL 138 - Finissimo caliber decorated by hand with côtes de Genève, chamfering and perlage finishing. 40 mm extra-thin titanium case with transparent case back. Titanium crown set with ceramic. Titanium dial. Titanium bracelet with folding clasp. Water-resistant up to 30 metres.



78 **OCTO ROMA** watch. Mechanical manufacture movement with automatic winding, BVL 191 - Solotempo caliber decorated with côtes de Genève, chamfering and snailed finishing. 42 hour power reserve. 41 mm steel case with transparent case back. Crown set with ceramic. Blue sunray and lacquered polished dial with hand-applied brushed and polished rhodium plated indexes. Steel bracelet with folding clasp. Water-resistant up to 50 metres.



80 **Serpenti** watch. Quartz movement. 35 mm black ceramic curved case with 18 kt pink gold bezel set with diamonds. 18 kt pink gold crown set with a cabochon-cut ceramic element. Black lacquered polished dial. Double-spiral black ceramic bracelet with 18 kt pink gold elements.



82 *left page:*
Serpenti watch. Quartz movement. 27 mm steel curved case with a bezel set with diamonds. Steel crown set with a cabochon-cut pink rubellite. Blue lacquered dial with soleil treatment. Indigo topaz 4-twirl brushed metallic calf leather strap with steel ardillon buckle.

right page:
Serpenti watch. Quartz movement. 35 mm gold curved case with 18 kt gold bezel set with diamonds. 18 kt gold crown set with a cabochon-cut rubellite. Black opaline dial with guilloché soleil treatment. Double-spiral 18 kt rose, yellow and white gold bracelet.



84 *left page:*
Serpenti watch. Quartz movement.
27 mm 18 kt rose gold curved case. 18 kt rose gold crown set with a cabochon-cut pink rubellite. Black lacquered dial. 18 kt plain rose gold bracelet.

right page:
Serpenti watch. Quartz movement.
35 mm white ceramic curved case with 18 kt pink gold bezel set with diamonds. 18 kt pink gold crown set with a cabochon-cut ceramic element. White lacquered polished dial. Double-spiral white ceramic bracelet with 18 kt pink gold elements.



86 **Serpenti** watch. Quartz movement.
27 mm steel curved case with 18 kt rose gold bezel set with diamonds. 18 kt rose gold crown set with a cabochon-cut pink rubellite. Grey lacquered dial with guilloché soleil treatment.
Antique bronze double-twirl brushed metallic calf leather strap with steel ardillon buckle.



96 **"Serpenti Forever"** flap cover bag in flame coral calf leather. Brass light gold plated snake head closure in black and white enamel with eyes in green malachite.

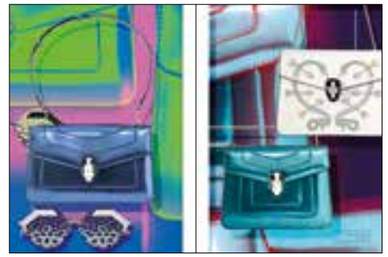


98 *left page:*
"Serpenti Forever" flap cover bag in indigo topaz brushed metallic calf leather. Brass light gold plated snake head closure in black and white enamel, with eyes in green malachite.

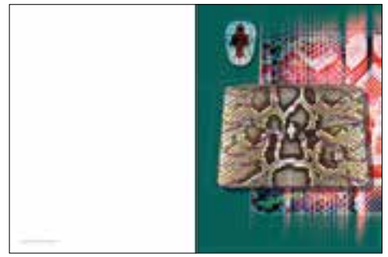
Serpenteyes rounded frame featuring a shiny black hexagonal browline and flat, round, mirrored lenses with a golden scale motif. Shiny black color temples exalt the sleek profiles and end with a scale-shaped tip featuring the BVLGARI logo.

right page:
"Serpenti Forever" flap cover bag in white agate calf leather featuring a studded "Pop-Heart" motif. Brass light gold plated snake head closure in shiny black and glitter silver enamel, with eyes in black onyx.

"Serpenti Forever" flap cover bag in paradise jade brushed metallic calf leather. Brass light gold plated tempting snake head closure in black and white enamel, with eyes in green malachite.



100 **"Serpenti Forever"** flap cover bag in wisteria jade and white chalk "Graffiti" python skin. Brass light gold plated tempting snake head closure in matte black and white enamel, with eyes in black onyx.



102 *left page:*
DIVAS' DREAM flap cover bag in wisteria jade nappa leather featuring a "quilted" motif. Brass light gold plated hardware and iconic foldable "DIVAS' DREAM" pendant closure in wisteria jade shiny enamel.

DIVAS' DREAM flap cover bag in wisteria jade and white chalk "Halo" python skin. Brass light gold plated hardware and iconic foldable "DIVAS' DREAM" pendant closure in wisteria jade shiny enamel.

right page:
"Serpenti Forever" flap cover bag featuring a "Quilted Stardust" motif in zephyr quartz calf leather with light gold metal details. Brass light gold plated snake head closure in tone on tone and black shiny enamel, with eyes in black onyx.

"Serpenti Forever" flap cover bag featuring a "Quilted Stardust" motif in white agate calf leather and light gold metal details. Brass light gold plated tempting snake head closure in black and tone on tone shiny enamel, with eyes in black onyx.

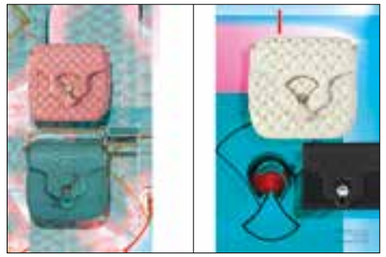


104 *left page:*
DIVAS' DREAM flap cover bag in zephyr quartz nappa leather featuring a "quilted" motif. Brass light gold plated hardware and iconic foldable "DIVAS' DREAM" pendant closure in rose quartz shiny enamel.

DIVAS' DREAM flap cover bag in paradise jade shiny python skin. Brass light gold plated hardware and iconic foldable "DIVAS' DREAM" pendant closure in paradise jade shiny enamel.

right page:
DIVAS' DREAM flap cover bag in white agate nappa leather featuring a "quilted" motif. Brass light gold plated hardware and iconic foldable "DIVAS' DREAM" pendant closure in white agate shiny enamel.

Compact wallet in black shiny grain calf leather, black smooth calf leather and fuxia nappa lining. Brass light gold plated hardware and iconic DIVAS' DREAM pendant closure in black shiny enamel.



106 **"Serpenti Forever"** flap cover bag in zephyr quartz calf leather featuring a studded "Neon" motif. Brass light gold plated tempting snake head closure in black and glitter silver enamel, with eyes in black onyx.



108 *left page:*
"Serpenti Forever" flap cover bag in indigo topaz calf leather. Brass light gold plated tempting snake head closure in black and white enamel, with eyes in green malachite.

"Serpenti Forever" flap cover bag in rose quartz brushed metallic calf leather. Brass light gold plated tempting snake head closure in black and white enamel, with eyes in green malachite.

right page:
"Serpenti Forever" flap cover bag in indigo topaz shiny karung skin. Brass light gold plated hardware and tempting snake head closure in black and white enamel, with eyes in green malachite.

L-shaped zipped wallet in paradise jade shiny karung skin and paradise jade calf leather with brass light gold plated hardware. Iconic black and white enamel "Serpenti" head zip puller, with green enamel eyes.



110 **Serpenti Poisoncandy** heart-shaped teardrop sunglasses in pink gold color with multicolored enamelled scale décor. Slender metal temples further exalted by openwork details feature enamelled scale-shaped temple tips.

"Serpenti Viper" top handle bag in wisteria jade natural python skin and black smooth calf leather. Brass light gold plated hardware and snap closure in black shiny enamel with iconic "Scaglie" design and lateral push buttons in green malachite stones.





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