LIFE IN

BVLGARI

ROMA



ISSUE 9





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DIVAS' DREAM





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SERPENTI

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LIFE IN BVLGARI

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We look back on the year 2016, which is almost at an end, with great satisfaction. This was the year in which we increased the focus of our codes and values as protagonists, starting from an essential concept that represents the heart of the Bulgari DNA: the consistency of the past is the essence of the future. Through new collections – from jewellery to accessories, passing through watches, perfumes and hotels – Bulgari expressed a new Larger-than-Life way of being that we will bring with us in the new year as the ideal of the Mediterranean Renaissance. A visionary brand that represents a Roman way of life that balances glamour with indulgence, and enjoyment with exuberance. Grand without being over-the-top. Precious, without being dainty. Timeless, embodying 2,700 years of unrivalled Roman magnificence and culture.We celebrated the Bulgari's love and gratitude for the Eternal City with two great moments: in June, the unveiling of the Caracalla Mosaic gave us the opportunity to announce the complete restoration of the entire opera, and in September we returned the unforgettable Spanish Steps to the Rome with a restoration that brought it back to its full splendour.

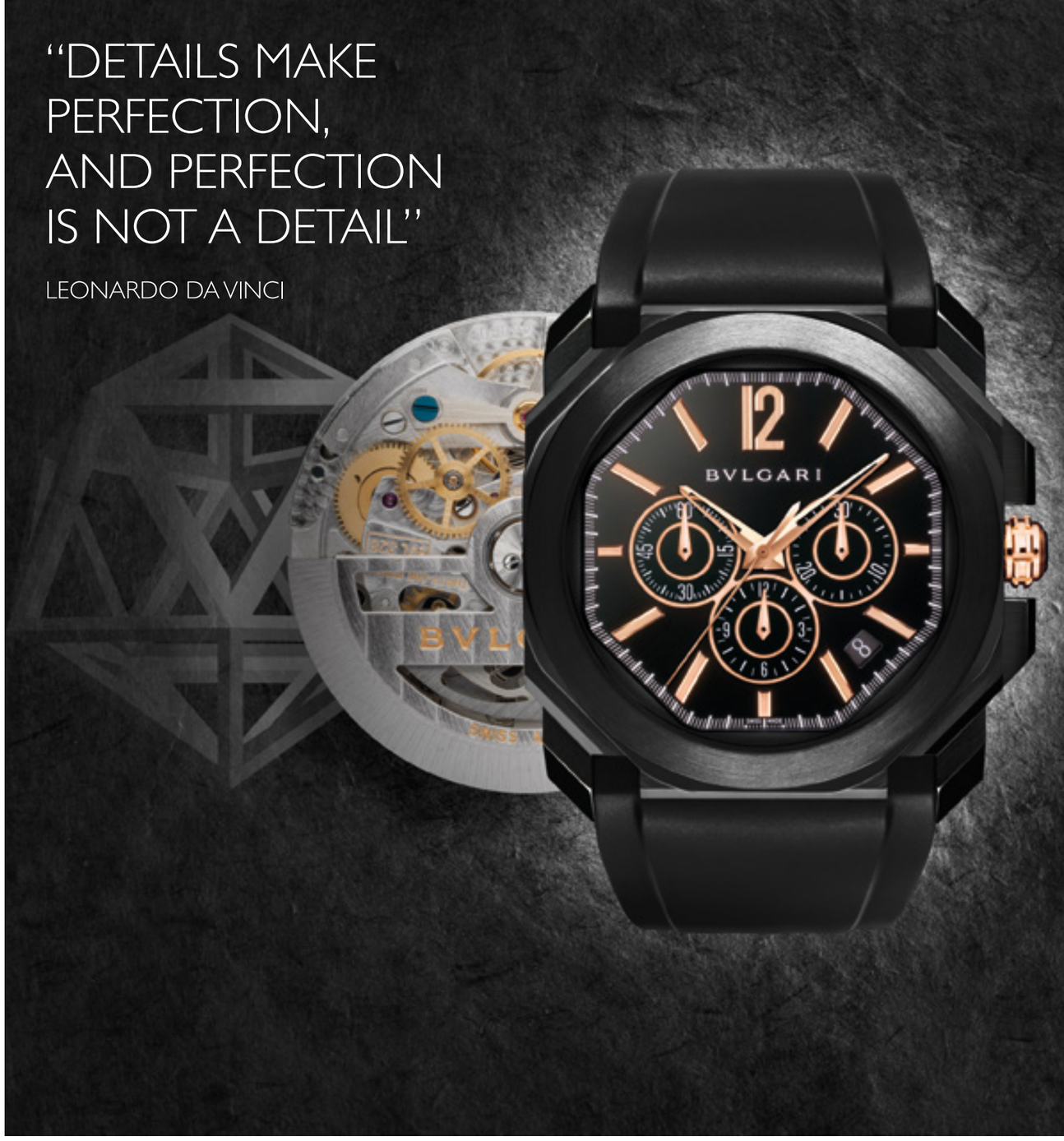
In July, we celebrated our partnership with Save the Children by launching Fabrizio Ferri's #RaiseYourHand campaign and proudly announcing US$50 million raised for one million beneficiaries across 33 countries.

In September, we announced supermodel Lily Aldridge as Bulgari's new Brand Campaign Ambassador 2016/2017, and Mario Testino as the brilliant photographer who captured the magic of the brand, reflecting its brazen Roman spirit, its extravagant use of colour, and its boundless creativity. Bulgari finds endless inspiration within the magnificence of its ancient homeland, reinterpreting its Roman elegance with contemporary flair.

The new Spring/Summer Accessories collection was presented in Milan in September, at a consolidated and awaited rendez-vous *during Milan Fashion Week. It celebrates its vibrant creator, the master of gemstones, with an extraordinary quality of craftsmanship and a confirmation that the Serpenti bag proves itself to be an irresistible icon.*

We look to the new year with strength and determination, and, led by a new Larger-than-Life vision of the future, we believe we will achieve great goals. Happy holidays to everyone, and best wishes for a wonderful 2017.

Jean-Christophe Babin
CEO of BVLGARI GROUP



GIAN PAOLO BARBIERI

illustration by **Lulu***
text by **Cesare Cunaccia**

Over forty years after he shot the iconic images of Bulgari jewels for Vogue Italia *and* Vogue US, *the master fashion photographer Gian Paolo Barbieri returns to immortalise the creations of the Maison with his unmistakable style. Accompanied by the memories and emotions tied to the Bulgari world, Barbieri looks back at the years that marked his stellar career.*

"'The Bulgari people have arrived,' the secretary would fatefully announce" says Barbieri. "There were always two of them dressed in impeccable black three-button suits with white shirts, a tie, briefcase and black hat. The only thing missing was black sunglasses. As soon as they opened the boxes containing the jewels, there was a burst of adjectives like fireworks; everything was gorgeous and fabulous. The jewels beauty gave you the chills and dazzled the eyes." The account of Gian Paolo Barbieri, one of the top Italian photographers on the international scene, possesses the fragrance of an era when glamour was not an opinion. "It was the sixties, when everything seemed simple, fun and safe." Haute couture continuously introduced innovation, crossing truly experimental creative boundaries. "Women smelled like face powder and Bulgari was already a legend" remembers Barbieri. "When the jewellery was placed on the models like vibrant caresses, magic unfailingly occurred. It seemed as if these pieces had always belonged to those marvellous girls. They understood that the jewels were a promise and symbol of happiness. I kept shooting and the images arrived in the editorial offices of Vogue US. *Diana Vreeland kept sending me telegrams full of poetry:* 'You shot like the wind when it's green, fabulous! It's so rich!'". *Photography is unforgiving, Barbieri often says. It remains an indelible monument to an instant of beauty that will never return, but lives on forever. "Women are the foundation for the jewel," says Barbieri. "If you choose the wrong model, everything else is useless. I was most concerned about choosing the right person for the jewellery I had to shoot. The*

"You shot like the wind when is green, fabulous!"

model's identity and attitude are the most important elements for taking a good photo. My job is to show what already exists in the best way; not to falsify reality. It's the model that enhances the jewel, not the other way around. You have to pay attention to the personality and to the aesthetic and symbolic essence of a certain piece. That something is – today as in the past – extremely strong and powerful in Bulgari, as clear as the summer sun."

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40년이 넘도록, 보그 이탈리아와 보그 US 매거진에서 불가리 주얼리 사진 촬영을 전담한 패션 포토그래퍼의 거장 지안 파올로 바비에리가 브랜드의 작품들을 완벽한 스타일로 영원히 담아둔다. 그는 불가리와 함께한 기억과 감동을 되살리며 사진작가로서 최고의 전성기를 누렸던 화려한 순간들을 소개한다. "당시, 제 비서가 '불가리에서 오셨습니다.'라고 안내하면, 흰 셔츠, 버튼 세 개가 달린 완벽한 검정색 정장 그리고 타이, 브리프케이스와 검정 모자 등을 차려입은 두 명의 남자가 기다리곤 하였습니다. 검은 선글라스를 끼지는 않았네요. 그들이 주얼리를 담은 박스를 여는 순간 저는 연달아 "정말 아름답다", "대단하다."와 같은 감탄사들을 쏟아냈습니다. 주얼리의 아름다움은 짜릿함은 물론 눈이 부실만큼의 반짝임을 선사했습니다." 세계 무대에서 활약하는 이탈리아 최고의 사진작가로 손꼽히는 지안 파올라 바비에리가 전하는 이야기는 매혹이 가득했던 시대의 향수를 느끼게 해준다. "1960년대는 모든 것이 단순하고 재밌고 확실해 보였습니다." 오트 쿠튀르는 실험적인 창의적 경계를 뛰어넘고 지속적으로 혁신을 선보이고 있다. "여성들에게는 파우더 향이 났고, 불가리는 전설적이었습니다. 모델들과 주얼리 촬영을 하였을 때, 주얼리가 모델을 감싸듯 마법같은 느낌을 선사했습니다. 마치 작품들이 아름다운 모델들과 늘 함께했던 것 같은 생각이 들었습니다. 모델들 역시 주얼리가 행복의 상징이라고 생각했습니다. 저는 찍고 또 찍었고, 이 사진들은 보그 US로 전달되었습니다. 다이애나 브리랜드는 사진을 본 후, '파릇한 때의 바람과도 같은 사진을 찍었네요. 정말 대단해요.' 라는 메시지를 보냈습니다." 바비에리는 종종 '사진은 진실만을 담고 있다.' 라고 강조하곤 한다. 사진은 절대 돌아갈 수 없지만 영원히 남을 아름다움의 상징적인 순간을 담은 기념비와 같다. "여성은 주얼리 존재의 근원입니다. 부적절한 모델 기용이 모든 것을 소용 없게 만들기도 합니다. 그래서 저는 촬영할 주얼리에 잘 어울리는 모델을 선택하기 위해 항상 고심해왔습니다. 모델의 개성과 포즈가 바로 좋은 사진 작품을 완성하는 가장 중요한 요소라 생각하기 때문입니다. 저의 임무는 현실을 현혹시킨 채 보여주는 것이 아닌, 이미 존재하는 것을 가장 아름답게 표현하는 것입니다. 그렇기 때문에 주얼리를 돋보이게 하기 위해서는 모델의 역할이 큽니다. 또한 작품의 개성, 미학 그리고 상징성에 관심을 기울여야 합니다. 과거와 마찬가지로 오늘날, 이러한 것들은 여름날 태양만큼 불가리에 중대한 영향을 주고 있습니다."

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在歷經四十多年為義大利和美國「VOGUE」雜誌拍攝寶格麗珠寶最具標誌性的照片之後，這位時尚攝影大師再次回來，以他獨具匠心的風格為寶格麗定格品牌的創作。巴比耶裡向我們娓娓講述了在他輝煌的職業生涯中對寶格麗的情感回憶。

「秘書緊張地告訴我，寶格麗來了。他們總是兩個人一起來，穿著無可挑剔的三粒扣黑色西裝、潔白的襯衫、領帶、小手提箱和黑色的帽子，只是沒有戴墨鏡。只要一打開首飾盒，他們就會像燃花炮一樣用很多的形容詞來說珠寶，華麗，美妙，激情四射，眼裡閃著光。」吉安·保羅·巴比耶裡是當今國際舞臺上最活躍和最著名的義大利攝影師之一，他的講述印刻著時代的痕跡，其中蘊含的魅力毋庸置疑。「上世紀六十年代，一切都好像是那麼的簡單、快樂和充滿自信。」高端時尚在不斷創新，真正打開了創意實驗的疆界。「那時候，女人知道的是香粉，而寶格麗已經變為傳奇。巴比耶裡回憶說：「珠寶戴在模特的身上就像是親昵的愛撫，一定會產生魔法，就好像珠寶永遠屬於那些曼妙婀娜的少女。她們知道，那些珠寶已經成為幸福快樂的承諾和印證。我一直在拍，照片之後送到美國「VOGUE」雜誌社，戴安娜·佛裡蘭（Diana Vreeland）總是給我發來充滿詩情的電報：「你拍的就像一道綠色的風，精美絕倫，如此的豐富！」照片不容有任何差錯，巴比耶裡為此反復地觀察。在那裡，照片就像一幅體現唯一的標誌性瞬間之美的不朽作品，美一去不復返，但它會永遠地活著。巴比耶裡特別說到：「女性是珠寶重要的載體，如果模特選錯了，其它所有的東西都毫無意義。相對於要拍攝的珠寶而言，我最大的擔心始終是在挑選合適的人上。我認為，要拍出一張好的照片，模特的形象和氣質是最重要的因素。我的工作是讓人們看到已有最好的一面，而不是虛造現實。是模特為珠寶增色，而非相反。要關注珠寶的個性特徵，它的審美本質和象徵意義。像過去一樣，寶格麗如今有著某種非常強大、強烈和鮮明的東西，就像夏日的驕陽。」



LILY ALDRIDGE

illustration by **Lulu***
text by **Cesare Cunaccia**

Lily Maud Aldridge, the gorgeous Californian supermodel born in 1985, seems to have adopted the concept of Larger than Life, *interpreting it with her own personal style. "It's true that this could be the motto of my life," says Aldridge. "I've travelled to amazing places for Bulgari and I posed for Mario Testino in Rome. I've worked with him several times in the past, and I consider it a real privilege. He perfectly interprets my expressive capabilities and brings out something special and unique from me. Each time it's different. Tell me if this isn't* Larger than Life *and a dream come true!".*

> *"I'm proud to be a part of Bulgari's universe"*

When the Bulgari campaign was shot in the Eternal City, which Lily Aldridge does not hesitate to call fabulous, evocative and profoundly Italian, all of the chosen locations were in the ancient heart of the city with a view of the Vatican. She says she immediately felt like a movie star and a character out of La Dolce Vita. *"As brand ambassador, and while the campaign was taking shape, I strongly felt this dimension of cinematic glamour and affiliation with a legend, following in the footsteps of the many women who wore Bulgari creations. I'm proud to be a part of this universe and at the heart of such a legendary brand." Aldridge, true to the* Larger than Life *concept, particularly loves the* Serpenti *collection of the Roman maison. Her favourite piece is a large serpent head: she snapped a picture of it and immediately sent it to her husband, asking to receive it as a Christmas gift.*

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1985년생 캘리포니아 출신의 아름다운 슈퍼 모델 릴리 모드 앨드리지는 위대한 삶(Larger than Life)을 살아가고자 하는 의지를 그녀만의 방식으로 재해석한다. 앨드리지는 "이 말은 제 삶의 좌우명이기도 합니다. 불가리와 함께 작업하면서 아름다운 곳들을 다녀오기도 하였고. 특히, 로마에서는 마리오 테스티노 사진 작가와 함께 촬영하였습니다. 이전에도 몇 번 작가님과 작업한 적이 있었는데, 정말 큰 영광이라고 생각합니다. 저만의 표현력을 완벽하게 해석하고 제 안에 감춰진 특별하고 독창적인 무언가를 다양하게 이끌어내주십니다. 이것이 바로 위대한 삶(Larger than Life)이자 꿈이 실현되는 것 아닐까요?" 라고 이야기한다. 영원의 도시 로마를 배경으로 한 불가리 캠페인에서 릴리는 환상적이고 도발적이였으며 이탈리아 여성의 분위기를 자아냈다. 촬영은 바티칸 성당이 한 눈에 보이는 구시가지에서 이루어졌다. 앨드리지는 촬영 중 〈달콤한 인생〉의 여주인공처럼, 마치 영화계의 스타가 된것 같다고 고백했다. "브랜드 홍보 모델로서 캠페인 촬영 중, 영화 속 화려함과 불가리 작품을 착용했던 전설적인 여배우들과의 깊은 유대감을 느낄 수 있었습니다. 제가 이 세계에 속해 있다는 것과 이러한 전설적인 브랜드와 함께 한다는 사실이 영광스럽습니다." 위대한 삶이라는 목표를 지향하는 릴리는 불가리 작품 중 특히 세르펜티 컬렉션을 가장 좋아한다. 앨드리지는 그녀의 시선을 사로잡은 뱀 머리 디자인의 세르펜티 제품을 크리스마스 선물로 받고 싶다며 남편에게 사진을 보냈다 .

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莉莉·慕德·奧爾德里奇，來自加州的超級名模，1985年出生，她的美麗與眾不同，她似乎獨創並且以自己的方式詮釋了「非同凡響」的理念。對此，奧爾德里奇特別說到：「它確實是我生活裡的座右銘。關於寶格麗，我朝著美好的願景出發，與馬裡歐·特斯提諾（Mario Testino）一起在羅馬拍攝了專輯。與馬里奧合作，我肯定優先考慮，因為我之前與他多次共事，他知道如何最好地表現我的個性特徵，能夠從我身上挖掘出某些特有的東西，一種獨特的個性，每次都不同。你們或許可以告訴我，它是否就是「非同凡響」和實現自己的夢想。」在永恆之城拍攝寶格麗的宣傳廣告片的過程中，莉莉·奧爾德里奇毫不掩飾她對這座美妙、回味無窮和傳統義大利城市的讚美之詞。所有攝影地點都在羅馬古城的心臟地帶，梵蒂岡也近在咫尺。她相信自己突然感覺就像一個電影明星，像電影「美麗的生活」中的某個角色。「作為品牌的形象大使，在廣告宣傳片初具形式的時候，我對這部電影魅力和身處夢幻傳奇的感覺越來越強烈，仿佛是在沿著很多佳麗佩戴寶格麗作品的足跡前行。我很自豪成為這個世界的一部分，走進傳奇品牌最生動的感受。」莉莉信守「非同凡響」和寶格麗的理念，尤其喜愛寶格麗Serpenti蛇形系列珠寶。她心愛的珠寶是拍攝照片時佩戴的有巨大蛇頭的作品，她立即發給她的丈夫，希望作為聖誕禮物得到它。



LUCIA SILVESTRI
FABRIZIO BUONAMASSA STIGLIANI

illustration by **Lulu***
text by **Cesare Cunaccia**

Magnificent Inspirations, *Bulgari's new* Haute Joaillerie *collection, has the colours of a Mediterranean, the pink sunsets of Rome and the gold of ancient temples. During the presentation held in Cap d'Ail, France last June, we asked the two Creative Directors of the brand – Lucia Silvestri for jewellery and Fabrizio Buonamassa Stigliani for watches – a few questions. Lucia Silvestri, who has been with Bulgari for nearly three decades and started in the gemmology department, declares her love for the world of precious stones, in which the Maison has access to products of exceptional quality. "Bulgari is my life and passion," says Lucia. "I'm hopelessly in love with these stones and travel the world in search of them. An exceptional group of stones – with the right cut, carat and colour – is the point of departure for the creating of each* Haute Joaillerie *piece. It suggests the first idea of volume, the aesthetic direction and the harmony of proportions, as well as their use in a certain piece." Fabrizio Buonamassa Stigliani, the Creative Director of the watch sector, focuses on the* Serpenti Incantati *collection. "It is a fascinating story," he says. "For the first time, a serpent coils around itself and around the case of the timepiece as if captivated, almost hypnotised, by passing time. The inspiration comes from a diamond brooch with a simple design that began this adventure and story. The result is a coiled serpent in the typical position taken by the snake inside a snake charmer's basket. There are two versions – white gold and diamonds or rose gold and rubellites – for this jewelled watch, which is 30mm in diameter. The bracelet is perfectly flexible,". "The elements circling the case are mobile to accentuate the dynamic yet playful mood. Behind the distinctive ornamental design, however, is fundamental constructive functionality."*

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"An exceptional group of stones is the point of departure for the creative process of each Haute Joaillerie piece"

불가리 하이주얼리의 새로운 컬렉션인 매그니피센트 인스퍼레이션(Magnificent Inspirations)은 지중해 팔레트, 로마의 핑크빛 석양, 고대 신전들의 금빛이 함께 결합된 컬러로 이루어진 컬렉션이다. 지난 6월, 프랑스 카프다일에서 열린 프레젠테이션에서 주얼리 부문의 크리에이티브 디렉터 루치아 실베스트리와 워치 부문 크리에이티브 디렉터 파브리치오 부오나마싸 스틸랴니에게 몇 가지 질문을 하였다. 보석 팀에서 시작하여 약 30년간 불가리와 함께한 루치아 실베스트리는 전 세계 최고의 스톤에 대한 열정을 보여주었다. 현재, 불가리는 특별한 퀄리티의 원석으로 이루어진 작품을 선보이고 있다. "불가리는 제 인생이자 열정입니다. 다양한 원석에 대한 관심이 가득하며 최고급 원석을 찾아 전 세계를 여행하기도 합니다. 정확한 커팅, 캐럿, 컬러 특징을 지닌 스톤을 관리하기 위해 구성된 특별 팀은 각각의 오뜨 주얼리 작품을 위해 볼륨감, 미학, 조화로운 비율 그리고 어떤 작품에 어떠한 스톤이 사용되어야 하는지를 연구합니다."라고 루치아는 언급한다. 워치 크리에이티브 디렉터 파브리치오 부오나마싸 스틸랴니는 특히 세르펜티 인칸타티 컬렉션을 강조한다. "매력적인 스토리를 갖고있는 컬렉션입니다. 브랜드 최초로 워치 케이스 주위를 뱀 모티브로 감싼 디자인으로 마치 최면에 걸린듯 그리고 흘러가는 시간에 매료된 듯한 느낌을 줍니다. 심플한 디자인의 다이아몬드 브로치는 이 컬렉션의 영감이 되어 새로운 도전과 스토리의 장을 열어주며 바구니 속에서 둥글게 나오는 뱀을 연상시킵니다. 화이트 골드에 다이아몬드가 세팅된 디자인과 핑크 골드에 루벨라이트가 세팅된 디자인으로 선보여지는 주얼리 워치의 다이얼 사이즈는 30mm입니다. 또한 워치 브레이슬릿은 매우 유연하며, 케이스 주변을 감싸는 장식들은 움직임이 자유로워 역동적이면서도 유쾌한 분위기를 선사합니다. 그리고 이 워치는 독창적인 디자인적 요소뿐만 아니라, 기능성 또한 갖추고 있습니다." 라고 파브리치오는 이야기한다.

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絕妙的靈感，寶格麗高級珠寶的新品系列彙聚了地中海豐富多彩的色調，宛如羅馬夕陽斜下的玫瑰紅色和古代神廟的金色。六月，在法國卡代舉辦的發佈會上，我們分別向寶格麗品牌創意總監露西亞・希爾微斯翠和腕表設計創意總監法比奇・波拿馬薩・斯堤亞尼提出了幾個問題。露西亞・希爾微斯翠最早從寶石部的工作開始，如今在寶格麗已近三十年。她酷愛寶石，寶格麗也因寶石而品質卓越。露西亞特別說到：「寶格麗是我生命的全部和激情。我迷戀寶石並且經常去世界各地尋覓。一組切工、克重、色澤都極為上乘的寶石是創意一件高級珠寶過程的開始，它能夠最初啟發珠寶的大小，審美取向，比例和諧和用在哪一件作品之上。」法比奇·波拿馬薩・斯堤亞尼是腕表設計的創意總監，他重點談了Serpenti Incantati魔蛇腕表系列。波拿馬薩・斯堤亞尼說到：「故事引人入勝，我們還是第一次將蛇纏繞成圓形圍繞錶盤周圍，就好像蛇被催眠了一樣，陶醉於時間的流淌之中。創意的靈感來自一件鑽石胸針，簡約的設計代表了這段冒險經歷和故事的開始。腕表上有一條盤繞的蛇，就好像蛇在馴蛇人的籠子裡，隨時要重新展示它原來的姿態。腕表有兩種款式：白金鑽石款和玫瑰金紅碧璽款，珠寶腕表的直徑為30毫米。」波拿馬薩・斯堤亞尼繼續說到：「腕表的錶鏈是彎曲靈活的，環繞錶盤的構件同樣也是活動的，強調了動態感和裝飾的效果。除了突出裝飾用途外，它還隱藏著最基本的構造特徵。」



HEADING HIGHER

Magnificent illusionistic baroque hyperbole paintings appears on the ceilings, vaults and domes of churches, aristocratic abodes and royal palaces throughout Europe. It is a horror vacui grand opéra, *a prospective delirium devoted to confounding the senses and sublimely deceiving the eye, yet at the same time opening up to imaginary skies full of tumultuous clouds and inflamed by a golden sun. Horizons explode upwards, where a dramatic, opulent portrayal takes shape amid the soft clouds. It is an allegorical paean to the glories of absolutism, the triumph of the Counter-Reformation Church, the prestige of patrician families, and the power of religious orders and great cardinals. Various pagan gods, imaginary animals and Catholic saints are pictured, all intent on weaving a fabulous* mise en scène. *The interruption between reality and pictorial illusion is revealed in the skilful* quadrature *perspectives and in the ornate paintings made of white and gilded stucco that amaze and confound perception, making an emotional impact upon the viewer. Between the 17th and 18th centuries, several of the greatest artists dedicated themselves to this genre which the Europe adored, starting with the experimental epicentre of papal Rome. They were Pietro da Cortona, Andrea Pozzo, and il Baciccio*

Imaginary skies full of tumultuous clouds and inflamed by a golden sun

along with Bernini, Mattia Preti in Malta, Luca Giordano, Antonio Verrio in Great Britain and Sebastiano Ricci in Vienna, up to the last poet of Baroque civilisation, Giambattista Tiepolo of Venice, who worked in the Veneto region and in Milan, but also in Germany and in Madrid.

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장엄한 바로크 양식은 전 유럽의 교회, 궁전과 귀족이 거주하던 고급 저택의 천정, 아치형 지붕 및 돔으로 대표된다. 공백에서 느껴지는 공포감즉, 공간외포를 극복하기 위한 트롱프 뢰유 미술은 눈속임 효과를 이용하고 구름이 가득하고 금빛 태양에 물들어 있는 상상 속 하늘의 모습을 그려내며 입체적으로 표현하는 화법이다. 화려하고 극적인 장면이 부드러운 구름 사이에서 모습을 드러내며 지평선 아래 위로 빈틈없이 채워진다. 이것은 절대주의의 영광, 반 종교개혁의 승리, 귀족 가문의 특권, 수도회와 추기경의 권력에 대한 우의적인 찬가이다. 다양한 이교도 신들, 상상 속 동물, 카톨릭 성인들이 모두 어우러져 아름다운 장면을 연출해낸다. 실제와 속임수 그림을 구별하기 위해 사용된 콰드라투라 기법과 착시 현상을 더해주는 순백과 금빛 회반죽 소재의 화려한 장식은 감상자에게 큰 감동을 준다. 17세기와 18세기에 이르러, 몇몇 위대한 예술가들은 교황의 도시 로마를 중심으로 전 유럽에서 많은 사랑을 받은 트롱프 뢰유 미술에 전념하였다. 대표적인 화가로는 피에트로 다 코르토나, 안드레아 포초, 죠반 바티스타 가울리, 지안 로렌조 베르니니, 몰타의 마티아 프레티, 루카 죠르다노, 영국의 안토니오 베리오, 비엔나의 세바스티아노 리치 그리고 바로크 문명의 마지막 시기를 대표했던 베네치아 출생에 베네토 지방, 밀라노, 독일 및 마드리드에서 활약한 이탈리아 화가 조반니 바티스타 티에폴로가 있다.

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一種美妙誇張的巴羅克魔幻視覺效果出現在歐洲各地宗教聖殿、貴族宅邸以及皇家和王侯宮殿的天花板、拱頂和穹頂上。某種類似“百花不落地”的滿繪表現手法和心曠神怡的透視效果緊緊抓住了人們的感官和眼球，同時展開了乍變雲簇和金色太陽耀眼的虛幻天空。火熱躁動的地平線自下而上，在雲絮之間，戲劇般華麗的場景躍然呈現。它就像一首為張揚絕對主義至上、反宗教改革教會的勝利、貴族榮耀、教會和大紅衣主教權威而譜寫的寓言般的頌歌。各種異教神靈、珍禽異獸和天主教聖人都不謀而合地納入到精彩盛大的場景之中。在層次分明的構圖上，現實與虛幻跌宕起伏，即有繪畫，也有潔白和金色的灰泥作為裝飾，它讓觀者歎為觀止，混淆了感知與激情。十七世紀和十八世紀之間，始于教宗統治的羅馬，作為實驗的中心，一些著名的藝術家開始致力於這種流派的創作，之後風靡了整個歐洲大陸。他們是彼得羅·達·科爾托納（Pietro da Cortona）和安德列·波佐（Andrea Pozzo）、馬爾他先後被昵稱為“胖子”的貝爾尼尼和馬提亞·普瑞提（Bernini & Mattia Preti）、英國的盧卡·喬達諾（Luca Giordano）和安東尼奧·貝利奧（Antonio Verrio）、維也納的塞巴斯·利契（Sebastiano Ricci）以及巴羅克藝術晚期的藝術家，威尼斯的賈姆巴蒂斯塔·提埃坡羅（Giambattista Tiepolo），他活躍在威尼托和米蘭，還有德國和馬德里。



Andrea Pozzo, Jesuit Church, Wien.
Credits: 123RF





Melozzo da Forlì,
Dome of the Sacristy
of St. Mark, Loreto.
Credits: Getty Images;
opposite page:
Andrea Mantegna, Palazzo Ducale,
Camera degli Sposi, Mantua.
Credits: Scala, Florence

Andrea Pozzo,
Church of St. Ignatius of Loyola,
Rome. Credits: Scala, Florence





Paolo Veronese,
Villa Barbaro, Hall of Olympus, Maser.
Credits: Scala, Florence;
opposite page:
Francescano del Baciccio,
Church of the Twelve Holy Apostles,
Rome. Credits: 123RF

Cathedral of Assumption, Rabat, Gozo, Malta. Credits: Getty Images

POWER TO LIFE

photography by **Sebastian Kim**
styling by **Claire Dhelens**
model **Lily Aldridge**



DIVAS' DREAM
High Jewellery earrings

Parentesi High Jewellery necklace,
Parentesi High Jewellery bracelets;
opposite page:
Serpenti High Jewellery watches

DIVAS' DREAM High Jewellery
earrings, necklace and bracelet



Serpenti High Jewellery earrings and necklace;
opposite page:
Parentesi High Jewellery necklace and bracelet



Fiore di BVLGARI
High Jewellery necklace

LARGER THAN LIFE

photography by **Mario Testino**
styling by **Anastasia Barbieri**
model **Lily Aldridge**
text by **Carlo Mazzoni**

Living over the top and shooting for the stars because the stakes are high, like the trompe l'oeil *of a 17th century dome, where the ceiling turns into the sky. An abyss of light in contrast, a pyramid for infinity.* Larger than Life. *This is the philosophy, the poetry and pace of Bulgari. Over the years, Bulgari has produced the most beautiful jewels; no artist, contemporary or from ancient Egypt, has ever achieved the creative value of Bulgari, also because no one has ever possessed the stones that Bulgari has searched for and found around the globe.* Larger than Life. *Living in grand style. Living every moment as if it were the last, with every physical sense, with that touch of madness that makes the colours of life even more brilliant. This is Bulgari's style – it is the* Italian way *that never loses its intimacy and the sincerity that signifies elegance. It is the ability, to savour each day which is something that many have called the Dolce Vita, including Anita Ekberg, Luchino Visconti, Anna Magnani, Elizabeth Taylor and Alain Delon – so many great artists.* "Our growth is in our past", *said Bernard Arnault. Taking everything, savouring each breath – indulging in everything that perhaps should be concluded. Living again and again and again with the conviction of* still *never having loved enough.* Larger than Life. *It is the declaration of every art, talent and intellect. Sensuality, volumes – the movements of the human body in a statue from the Ancient Roman Empire. Italian design applied to metal and platinum links. As always, colours and combinations. Sensuality interpreted as an aesthetic combination. Bulgari style. The boutique on Via dei Condotti in Rome – Bulgari's first boutique – sums up everything: beauty, ancient sensuality and futuristic lines. The supremacy of colour, the graphic lines of the jewel. Unforgettable and perhaps eternally insuperable are the jewels created in the seventies, which still inspire the style of each new Bulgari production. The combination of different materials, noble marble above liquid gold, dark cocoa, imperial saffron. The eight-point star.* Larger than Life. *Emeralds, rubies, sapphires. No one has ever found a sapphire as powerful as Bulgari's. Bulgari blue, the iconic colour of Bulgari – the colour far beyond the clouds, beyond the night, the colour found above the tip of a pyramid of the sky.*

Living over the top and shooting for the stars because the stakes are high

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빛의 심연, 무한함을 지향하는 피라미드. Larger than Life. 이것이 바로 불가리에서 지향하는 철학적 메시지이다. 지금까지 불가리는 세상에서 가장 아름다운 주얼리들을 창조해왔다. 불가리만큼 전 세계를 누비며 최상급의 원석을 발견하고자 노력하는 브랜드가 없었듯, 고대 이집트 및 현대 예술가 그 누구도 불가리의 창의성을 뛰어넘은 적이 없다. Larger than Life. 위대한 삶을 살아가는 것. 모든 감각과 컬러풀한 삶에 대한 열정을 다하며 매 순간을 마치 마지막 순간인듯 살아가는 동시에 친숙함과 진실성을 지닌 이탈리아적 삶의 방식이 바로 불가리 스타일이다. 아니타 에크베르그, 루키노 비스콘티, 안나 마냐니, 엘리자베스 테일러, 알랭 들롱 등 ➔



Color Treasures
High Jewellery necklace

Serpenti necklace,
Serpenti Incantati watch

Serpenti Tubogas watch and necklace

유명한 아티스트들과 함께 영유했던 '돌체 비타' 시대를 연상시키듯 하루 하루를 만끽하는 삶이 바로 이것이다. 베르나르 아르노는 "우리의 성장은 과거에 기반합니다."라고 이야기한다. 모든 것을 받아들이고 모든 순간에 의미를 부여하고 우리가 해결해야 하는 모든 것에 집중하는 것. 그리고 아직 최선을 다해 사랑한 적이 없음을 인지하며 계속 살아나가는 것. 이 모든 것이 많은 예술가, 재능인 그리고 지식인들이 정의하는 Larger than Life이다. 로마 제국 조각상 속 인류의 움직임에서 포착한 관능미와 볼륨감, 메탈과 플래티넘 링크를 적용한 이탈리안 디자인 그리고 아름다운 컬러와 조합이 바로 불가리 스타일이다. 불가리 최초의 스토어, 로마 콘도티에 위치한 플래그십 스토어는 아름다움, 고대의 관능미, 앞서는 디자인이 모든 것을 담아내고 있다. 독보적인 컬러감, 그래픽적 라인이 돋보이는 주얼리. 70년대에 제작된 불가리 주얼리들은 영원히 기억되며, 지금도 새로운 작품의 영감의 근원이 되고 있다. 다양한 소재, 골드와 조화를 이루는 고급스러운 마블, 다크 카카오, 최고급 사프란의 결합. 팔각별. Larger than Life. 에메랄드, 루비, 사파이어. 그 누구도 불가리 사파이어만큼 강렬한 사파이어를 발견해내지 못했다. 구름 저너머, 어둠 저편의 컬러이자 피라미드 꼭대기에서 볼 수 있는 컬러인 블루는 불가리의 상징적인 컬러라고 할 수 있다.

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與眾不同地活著，追求夢想，賭注很高。像十七世紀教堂圓頂上的錯視畫，穹頂變成了一片天空。陽光灑向反面的深淵，高聳的金字塔一望無際。非同凡響，這就是寶格麗的哲學、詩賦和律動。寶格麗在歷史上創造了最美麗的珠寶，沒有任何一個當代或古埃及的藝術家能夠比肩寶格麗的創意價值，也因為沒有任何一個人手裡擁有寶格麗在世界各地尋覓到的那樣珍貴的寶石。非同凡響，自在地活著，無時無刻不感覺到唯一和時尚，形如感同身受，再加上些許點燃生活色彩的瘋狂。這就是寶格麗的方式 – 無非是義大利的方式 – 從不拋棄自己的境界，真誠意味了高雅。能夠品味和享受每一天，某些人，不，應該是很多人都稱作的「甜蜜生活」– 安妮塔·艾格寶（Anita Ekberg）、盧契諾·維斯康堤（Luchino Visconti）、安娜·馬格納尼（Anna Magnani）、伊莉莎白·泰勒（Elizabeth Taylor）、亞蘭·德倫（Alain Delon）– 很多偉大的藝術家。貝爾納·阿爾諾（Bernard Arnault）說過：「我們成長在我們的過去之中。」抓住所有的一切，讓每一次呼吸都充滿芳香，放縱我們或許應完成的每一樣東西。活著，一次又一次地活著，相信自己從未愛個夠。非同凡響。這就是每一種藝術、每一個人才、每一位智者的宣言。性感，形態，人體的律動蘊含在古羅馬帝國時代的雕像裡。義大利的設計呈現在金屬和鉑金的紋理之上。仍然是豐富的色彩和搭配。性感意味了審美的組合。這些就是寶格麗的方式。羅馬康多堤大道的旗艦店 – 寶格麗的第一家專賣店 – 是所有一切的概括：美麗、古老的性感、未來的線條。色彩之上，注重珠寶的構圖感。令

Larger than Life. This is the philosophy, the poetry and pace of Bulgari

人難以忘懷，或許永遠無法超越的是寶格麗上世紀七十年代的作品，如今這些作品依然指引著寶格麗新的創作。不同材質的組合，黃金流光溢彩上名貴的大理石，黑可哥色，皇家番紅花色。八角星星。非同凡響。祖母綠，紅寶石，藍寶石。從來沒有人能夠找到像寶格麗那樣的藍寶石。寶格麗藍，是寶格麗標誌性的顏色 – 那種在雲朵之上、繁星之夜裡深空的顏色，那種在天空金字塔塔尖之上的色彩。



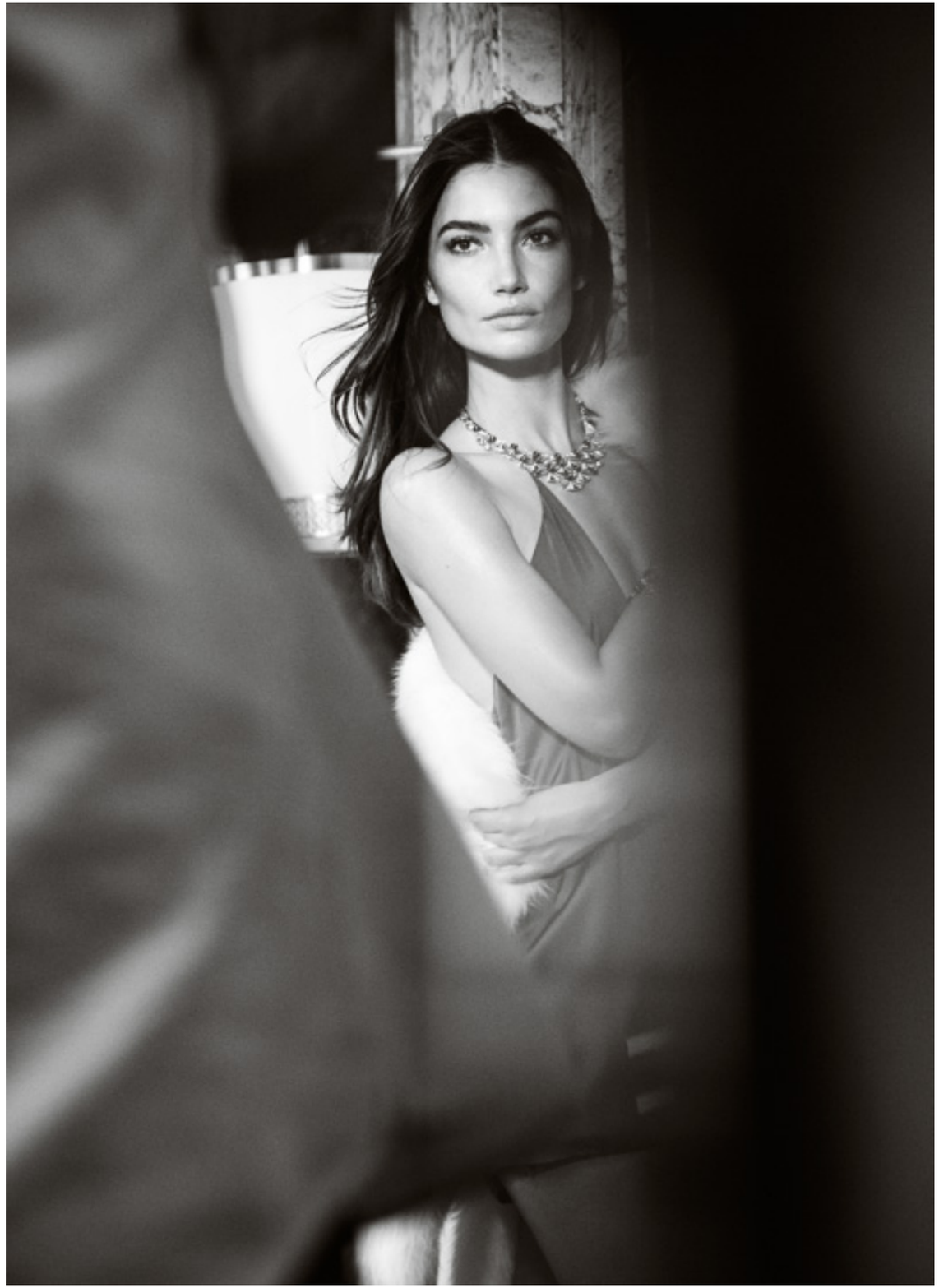
DIVAS' DREAM ring, necklace,
sautoir necklace, watch and bracelets

B.zero1 bangle bracelets
and four-band rings

LARGER THAN LIFE

BEHIND THE SCENES

photography by **Barwerd Van Der Plas**
styling by **Anastasia Barbieri**
model **Lily Aldridge**







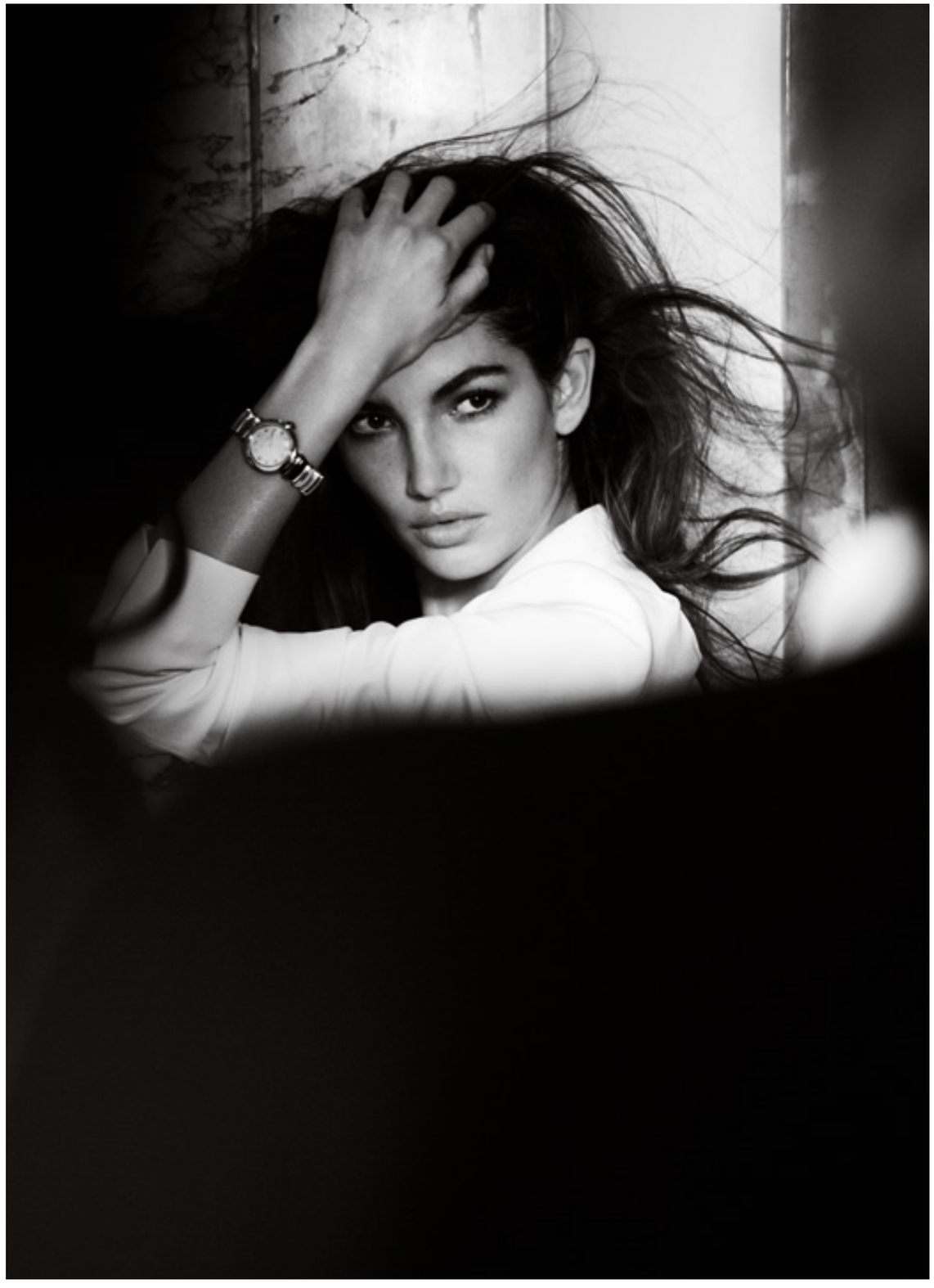












EXTRAVAGANZA

photography by **Antonio Barrella**



DIVAS' DREAM
High Jewellery necklace

Serpenti High Jewellery necklace

Serpenti High Jewellery necklace and bracelet

Color Treasures
High Jewellery necklace;
opposite page:
DIVAS' DREAM
High Jewellery necklace

DIVAS' DREAM High Jewellery
necklace

Giardini Italiani
High Jewellery necklace

DIVAS' DREAM
High Jewellery necklace

Parentesi High Jewellery necklace

opposite page:
Fiore di BVLGARI High Jewellery necklace

FOREVER ICONIC

photography by **Gian Paolo Barbieri**
styling by **Sissy Vian**
model **Amanda Wellsh**



Tubogas choker, 1974
Tubogas bracelet, 1975
Ring with Roman Imperial
coin and diamonds, 1983

Necklace, 1989;
opposite page:
Necklace, 1969
Ring, 1960

Serpenti belt, 1970
Serpenti bracelet-watch, ca 1965
Serpenti bracelet-watch, 1975



Necklace, 1991
Ring, 1960



Tremblant brooch, 1960

Serpenti belt, 1970
Serpenti bracelet-watch, 1975

Necklace/tiara, 1935
Bracelet,1930
Bracelet, ca 1939



INTERSECTION

photography by **Gianuzzi & Marino**
body painting by **Guido Daniele**



B.zero1 rings and bracelets

BVLGARI BVLGARI bracelets,
BVLGARI BVLGARI ROMAN
SORBETS necklace

DIVAS' DREAM bracelet and necklace,
LVCEA watch, DIVAS' DREAM rings

BVLGARI BVLGARI
ROMAN SORBETS necklace,
BVLGARI BVLGARI LADY watch



BVLGARI BVLGARI LADY FINISSIMO
Petite Seconde watch,
DIVAS' DREAM watch



DIVAS' DREAM bracelet, rings and necklace, LVCEA watch



DIVAS' DREAM necklaces,
LVCEA watch, DIVAS' DREAM ring

Serpenti Seduttori necklaces,
Serpenti bracelet



Serpenti Tubogas watch, ring and necklace

Serpenti Spiga watches



BVLGARI BVLGARI
Piccola Catene watches



Serpenti thin bracelet, Serpenti rings,
Serpenti Incantati watch



OCTO FINISSIMO Squelette watch

DIAGONO MAGNESIUM watches



Eaux de Parfum, Le Gemme Orientali
and Le Gemme Imperiali

Eaux de Parfum, Le Gemme

Nail technician
Elena Stepaniouk
@Face to Face;
Models
Angelica, **Taina**
@The One Models



BVLGARI HOTEL MILANO

THE GILDED ALLEY

photography by **John Short**
set design by **Laura Fulmine**



The Garden, Bulgari Hotel Milano





"Serpenti Forever" flap cover bag;
opposite page:
The Bar, Bulgari Hotel Milano



The Lobby, Bulgari Hotel Milano

Serpenti double bridge frame,
"Serpenti Forever" flap cover bag;
opposite page:
"Serpenti Forever" flap cover bag



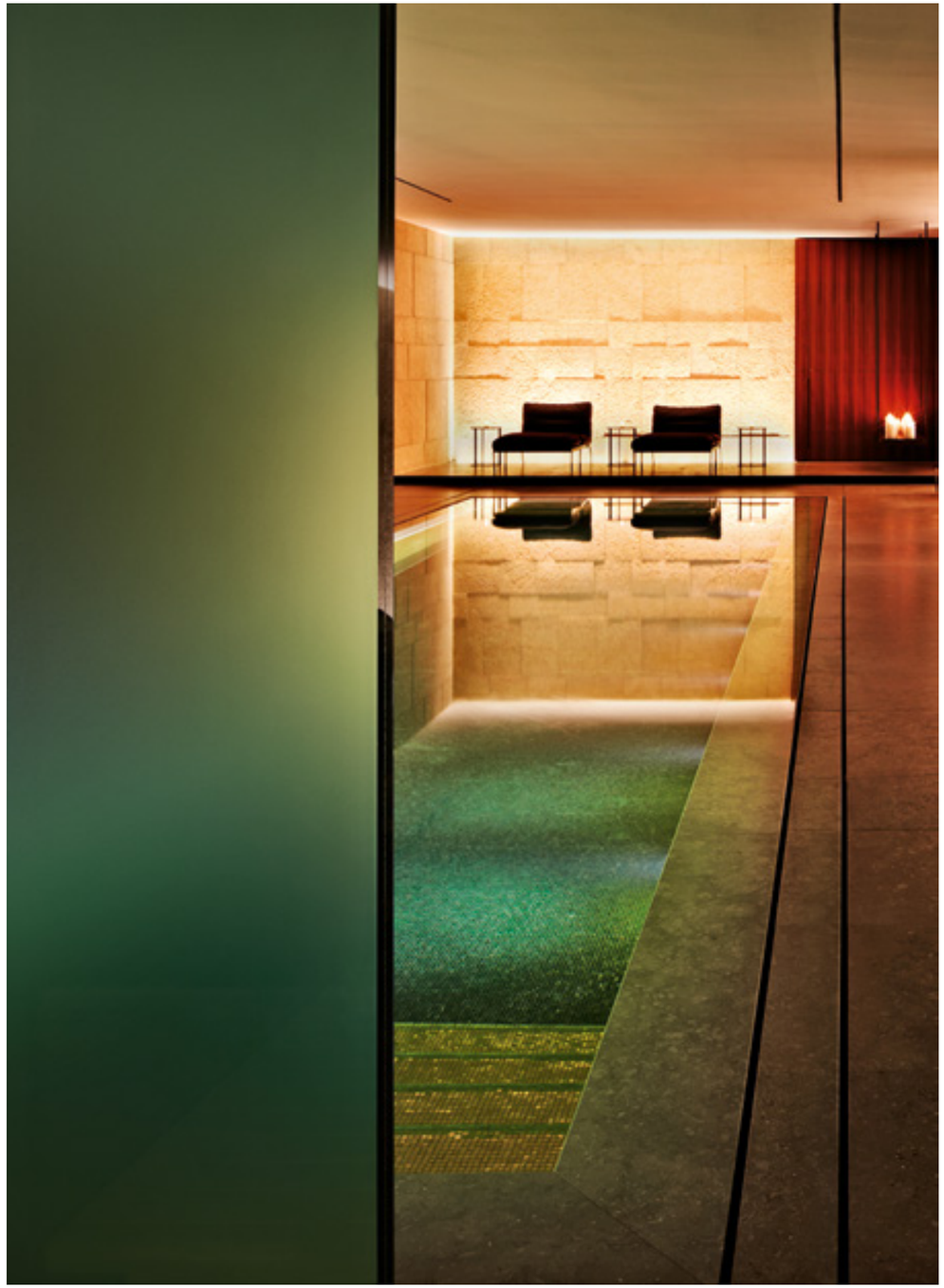


Bulgari Suite, Bulgari Hotel Milano;
opposite page:
Bracelet with "Serpenti" heads motif,
Boxy clutch with
"Pantheon Mesh" frame motif,
"Serpenti Tubogas" clutch

"Christmas 2016" pattern
seven-folds tie,
OCTO ULTRANERO
SOLOTEMPO watch,
folded credit card holder;
opposite page:
"Double Crystal" pattern tie,
OCTO ULTRANERO
VELOCISSIMO watch



Eau Parfumée au Thé Noir:
Body Lotion, Eau de Cologne,
Shampoo and Shower Gel;
opposite page:
Bulgari SPA, Bulgari Hotel Milano







Eau Parfumée au Thé Vert: Candle, Eau de Cologne, Shampoo, Shower Gel and Body Lotion;
opposite page:
Serpenti pink gold metal frame, Diagono sunglasses

Photographer's assistant
Verity Fitzgerald

BVLGARI GEMS

photography by **Guido Mocafico** and **Christine Rymer**



Splendia Eau de Parfum,
Le Gemme Imperiali







Selima Eau de Parfum,
Le Gemme Orientali;
opposite page:
Eaux de Parfum, Le Gemme

INTERNATIONAL NEW OPENINGS

photography by **Gionata Xerra**

Bulgari is reopening its flagship store at 168 New Bond Street in London after a complete remodelling and interior decoration project. Architect Peter Marino worked on the volumes of the 18th-century building, taking an eclectic approach and cleverly blending old and new. In the new store, Marino used and renewed elegant references, geometric concepts and the classic marble, porphyry and stones typical of Rome, combining them with references such as replicas of the doorway and 1930 lantern of the Bulgari boutique on Via Condotti or the eight-point star motif. These were blended with local, almost symbolic, details such as a vaulted ceiling inspired by the work of John Soane, elements that pay tribute to Italian designers and architects such as Carlo Scarpa and Mangiarotti especially in the accessories area and a restored skylight that floods the first floor with natural light. There is the cosy feel of a gentlemen's club from yesteryear, a sculpture by Antoine Poncet of France and three VIP areas on the first floor that evoke the ambiance of the Taylor Room, *where the actress Elizabeth Taylor used to go during her Roman stays. The semantic sequence and mosaic belonging to the Bulgari world ideally speak the same language of the new boutique in Moscow. In 2019, a Bulgari Hotel will open on Sredniy Kislovskiy, close to the Kremlin and Red Square in Moscow. Designed by the Antonio Citterio Patricia Viel and Partners architectural firm, the hotel will have sixty-five rooms and suites, including an exclusive Bulgari Suite with a 600 square metre terrace affording a panoramic view of the city and the Kremlin. The Bulgari Restaurant and spacious spa with a 25 square metre pool will complete the structure.*

An eclectic approach that cleverly blends old and new

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런던 뉴 본드 스트리트 168번지에 새롭게 리모델링된 불가리 플래그십 스토어가 오픈한다. 건축가 피터 마리노는 18세기 건축물을 고풍스러움과 현대성이 조화를 이루는 건물로 재해석하였다. 마리노는 우아한 문헌, 기하학적 컨셉 그리고 로마 시대에 사용되었던 대리석, 반암 등의 스톤을 활용하였으며 동시에 로마 콘도티 플래그십 스토어의 입구, 1930년대 조명, 팔각별 모티브 등 불가리다운 요소들을 조화롭게 매치했다. 지역적 특징이 반영된 영국의 건축가 존 손의 작품에서 영감을 받은 아치형 천장 그리고 카를로 스카르파, 안젤로 만자로띠 등 이탈리아 디자이너 및 건축가에게서 영향을 받은 액세서리 존의 장식들과 리모델링된 천장을 통해 자연광이 가가득한 1층은 이 모든 요소들과 아름다운 조화를 이룬다. 스토어는 남성들을 위한 안락한 공간, 프랑스 조각가 앙트완느 퐁세의 조각상 그리고 1층에 마련된 VIP 룸 세 군데로 구성되어 있다. 특히, VIP 룸은 여배우 엘리자베스 테일러가 로마에서 촬영 중 머물곤 했던 테일러 룸의 분위기를 연상시킨다. 불가리 세계를 의미하는 모든 요소들이 어우러져 하나의 언어가 되며, 이는 모스크바에 새롭게 오픈되는 스토어에서도 만나볼 수 있다. 2019년, 러시아 수도 모스크바에서 선보여지는 불가리 호텔은 크렘린 궁과 붉은 광장에 근접한 스레드니 키슬로프스키에 위치할 예정이다. 이탈리아 건축 회사인 안토니오 치테리오 패트리샤 비엘 & 파트너스가 시공을 진행하는 이 호텔은 총 65개의 객실과 스위트룸을 갖추며 600 제곱미터 크기의 테라스가 있는 스위트룸에서는 도시 전경과 크렘린 궁을 감상할 수 있다. 또한 불가리 레스토랑과 25미터의 넓은 스파도 호텔 내부에 마련될 예정이다.

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經過對空間佈局的重新規劃和裝飾，寶格麗在倫敦新龐德街的旗艦店重張開業。設計大師彼得·馬裡諾（Peter Marino）巧妙地將古老與創新融合起來，給這座十八世紀的歷史建築注入了多樣化的風格。在新開幕的旗艦店裡，馬里諾對歷史的淵源、幾何構成、經典大理石、典型羅馬式風格的斑岩和石材的運用進行了重新詮釋，同時又植入了寶格麗獨有的元素，比如羅馬康多堤大道寶格麗珠寶店的大門、1930年的吊燈和八角星星的圖案。兼收並蓄的藝術風格混合了幾近象徵性的本土化裝飾細節，例如穹頂的設計靈感源自約翰·索恩（John Soane）的作品。在配飾區，馬裡諾的構思猶如向義大利著名設計大師卡羅·斯卡帕（Carlo Scarpa）和曼賈羅蒂（Mangiarotti）致敬。此外，建築上方的玻璃天窗經過重新修復，自然光可以直射到店面的第二層。旗艦店裡還佈置有一處安坦男性俱樂部，一座法國藝術家安東.蓬塞（Antoine Poncet）的雕塑作品。二層設有三個貴賓區，好像伊莉莎白·泰勒在羅馬停留期間經常光顧時使用的泰勒客廳一樣。依照屬於寶格麗世界的語義和拼圖，莫斯科的新店也將遵循同樣的設計語言。2019年，寶格麗在俄羅斯首都莫斯科施萊德妮·基爾洛夫斯基（Sredniy Kislovskiy）的酒店將隆重開業，酒店距離克裡姆林宮和紅場僅有幾步之遙。酒店由義大利著名的安東尼奧·奇泰裡奧－派特裡奇婭·維爾及合夥人設計事務所（Antonio Citterio Patricia Viel and Partners）負責設計，內有六十五個房間和套房，其中寶格麗豪華套房的外面有一個六百平方米的露臺，可以欣賞到莫斯科城市全景和克里姆林宮。另外，酒店內還設有一家寶格麗餐廳和一處有二十五米的標準游泳池的SPA休閒健身中心。

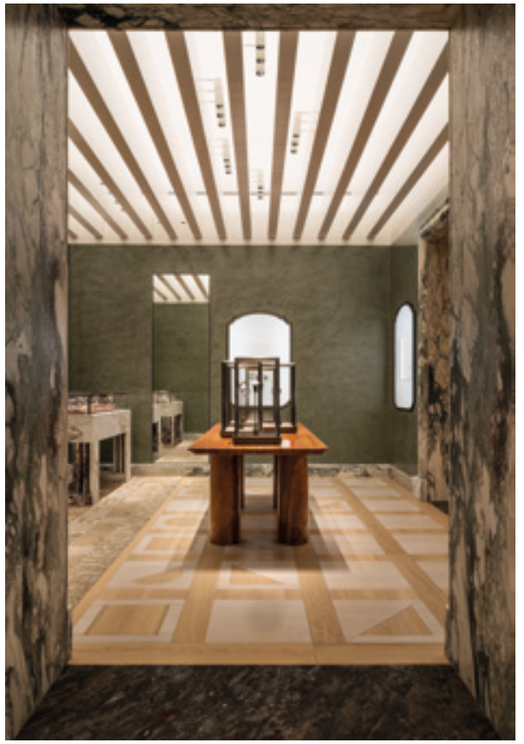




LONDON

The stores are the ambassador of the brand. Every new store will mirror the brand's signature design, characterized by colours, bold and geometric volumes, Italian materials and savoir-faire







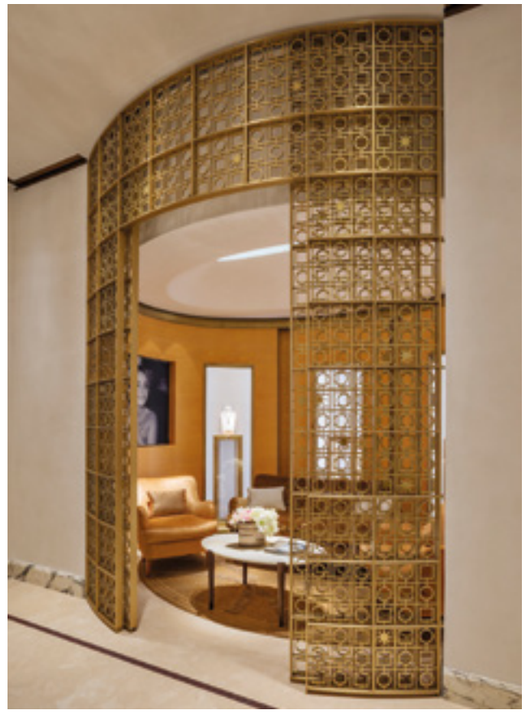
An architectural concept which is pure Roman style

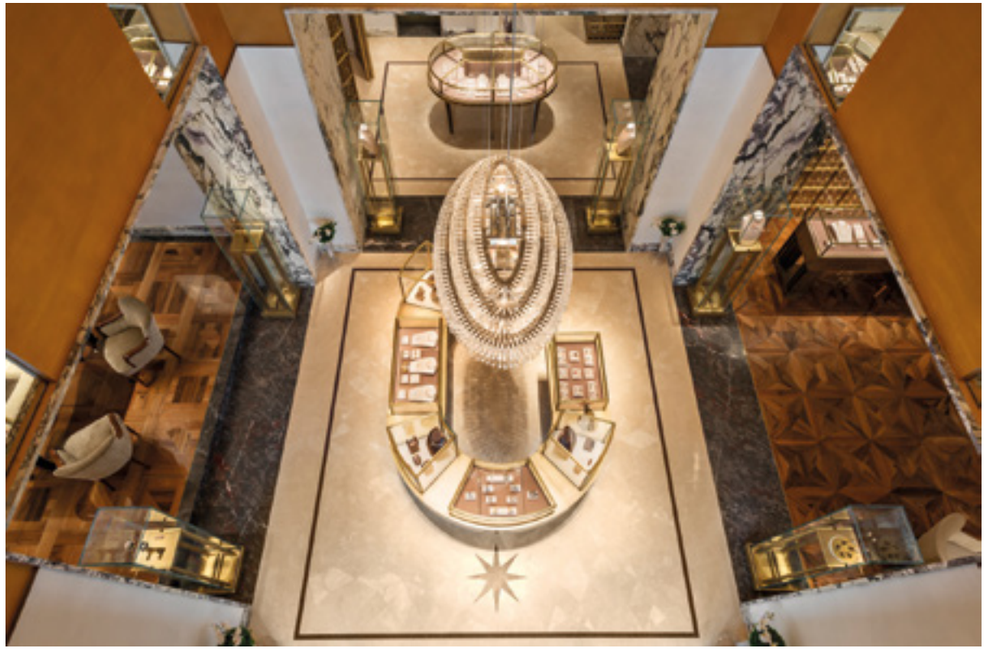


MOSCOW



The interplay
between innovation
and tradition,
is the core
of the Marino's
eclectic style







AGREEMENT
SIGNED
FOR A
BVLGARI
HOTEL
IN MOSCOW
DUE TO OPEN
IN 2019



The hotel will have
65 rooms and
suites, including
an exclusive
Bulgari Suite with

a 600 square metre
terrace affording
a panoramic
view of the city
and the Kremlin

WISHES FULL OF COLOUR

photography by **The Mood It**

It is a Larger than Life *Christmas for Bulgari, conveyed through the special demeanour and vision that have always distinguished the jewellery brand. A celebration of life bursting with colour*

Are you still dreaming of a white Christmas?

makes the wait during the holiday season even more precious. The windows of the Bulgari flagship store express authentic, happy, auspicious values and content, blending their significance with the iconic elements of the history and DNA of the maison. Fireworks will be the theme chosen for the holidays around New Year's Eve 2017. Fireworks, a source of wonder, celebrate an explosion of life. They trace figures in the sky, composing bouquets of dazzling colours against the black backdrop of the night. Invented in ancient China, the art of pyrotechnics has become a tradition for ringing in the New Year in many countries around the globe, illuminating the squares of the most important cities, tingeing them with colour and hope, the protagonists of a spectacle with infinite symbolic value. Fireworks are designed with a jeweller's touch to celebrate the magnificent Serpenti, *DIVAS' DREAM, BVLGARI BVLGARI, B.*zero1 *creations and watches. These unique illustrations were created by an artist especially for Bulgari and made by a weaver who produces a jacquard motif using specific artisan looms, one of only five in Europe capable of such a colourful technique. It is as colourful as the new Christmas slogan of the maison:* Wishes full of colour. *Are you still dreaming of a white Christmas?*

•

불가리의 Larger than Life 크리스마스에는 주얼리 브랜드의 색채가 반영된 특별한 시각과 정신이 담겨져 있다. 컬러로 가득찬 불꽃 축제는 기다리는 순간마저도 소중하게 한다. 불가리 플래그십 스토어의 쇼윈도는 브랜드의 유산과 DNA를 나타내는 상징하며, 진실함, 행복, 희망이라는 가치를 표현한다. 2017년 새해를 맞이하며 이번 시즌의 테마는 불꽃으로 정해졌다. 경의로움 그 자체인 불꽃은 열정적인 인생을 의미하며, 어두운 밤하늘과 대조되는 눈부신 컬러 부케로 선보여진다. 고대 중국에서 기원된 불꽃놀이는 세계 곳곳에서 새해를 알리는 관습으로 여겨지게 되었으며, 주요 도시의 광장을 밝히고 컬러와 희망을 담아 다양한 의미를 담고있다. 불가리의 불꽃은 장엄한 세르펜티, DIVAS' DREAM, 불가리 불가리, 비제로원 주얼리 그리고 워치 작품의 아름다움을 감성이 더해진 디자인으로 선보여진다. 불가리만을 위해 제작된 불꽃 디자인은 유럽 5대 직물 장인 중 최고의 전문가의 자카브 모티브로 완성되었다. 브랜드의 새로운 크리스마스 메시지 〈Wishes full of colour〉는 불꽃 테마처럼 컬러풀하다.

•

以始終標誌寶格麗珠寶品牌特徵的特殊表現方式和構想存在的方式，打造一個對於寶格麗來說非同凡響的聖誕。它是對生命的讚歌，洋溢著繽紛的色彩，妝點著對節日的渴望和期待。寶格麗旗艦店的櫥窗將表達真切、幸福及其良好祝願的價值和內涵，編織起寶格麗歷史和它內在實質最具標誌性的圖畫。煙火將成為迎接2017年新年來臨的主題。精彩的煙花表演將慶祝生命的綻放，描繪出天空的絢爛，在黑色的夜幕上形成一道道閃閃發光和五彩斑斕的花束。起源於中國悠遠的歷史，煙花在世界各地如今已成為人們迎接新年的傳統，在世界各大著名城市舉辦各種象徵性的慶祝活動中，煙花照亮了城市的廣場，為人們增添了色彩和希望。新年的煙花由寶格麗參與設計，用來慶祝寶格麗極美卓越的作品 - Serpenti, DIVAS' DREAM, BVLGARI BVLGARI, B.*zero*1和腕表。原創的構圖由一位藝術家專門為寶格麗創作，然後由一位紡織藝人製作，形成提花。這種提花只有在歐洲唯一的五台特殊手工織機上才能做出類似和色彩豐富的工藝圖案。豐富的色彩好像寶格麗在聖誕之際新的宣告 – 多彩的祝願。那你們還相信白色的聖誕嗎？











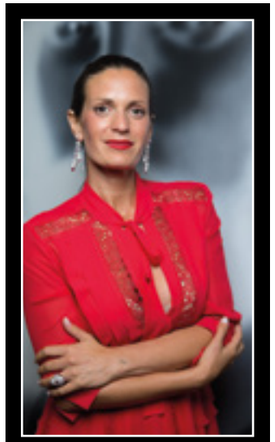
WINDSOR



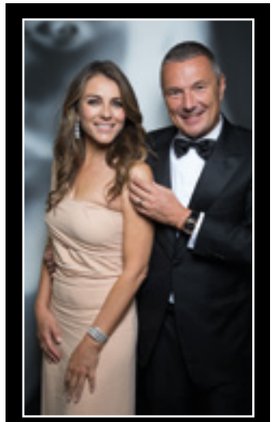
Valentino
Bulgari for EJAF – Old Windsor Woodside Gallery dinner



Xenia Tchoumi
Bulgari for EJAF – Old Windsor Woodside Gallery dinner



Veronica Berti
Bulgari for EJAF – Old Windsor Woodside Gallery dinner



Liz Hurley and Jean-Christophe Babin
Bulgari for EJAF – Old Windsor Woodside Gallery dinner



Kevin Spacey and Sir Elton John
Bulgari for EJAF – Old Windsor Woodside Gallery dinner

MOSCOW



Alexei Bogachev and Jean-Christophe Babin
Bulgari Hotel Moscow Announcement



Silvio Ursini
Bulgari Hotel Moscow Announcement



Jean-Christophe Babin and Alexei Bogachev
Bulgari Hotel Moscow Announcement

CANNES



Sonam Kapoor
The 69th Cannes Film Festival



Alessandra Ambrosio
The 69th Cannes Film Festival



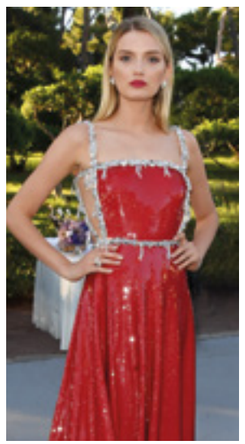
Anna Kendrick
The 69th Cannes Film Festival



Naomi Watts
Opening Night Gala during the 69th annual Cannes Film Festival



Naomi Watts
The 69th Cannes Film Festival



Lily Donaldson
The 69th Cannes Film Festival



Svetlana Khodchenkova
The 69th Cannes Film Festival

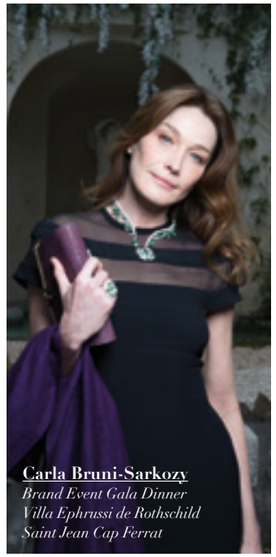


Rosie Huntington-Whiteley
The 69th Cannes Film Festival

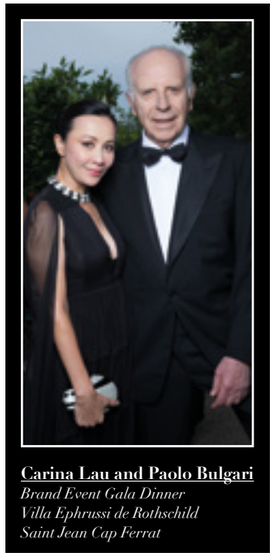
ST. JEAN CAP FERRAT



Toni Garrn
Brand Event Gala Dinner Villa Ephrussi de Rothschild – Saint Jean Cap Ferrat



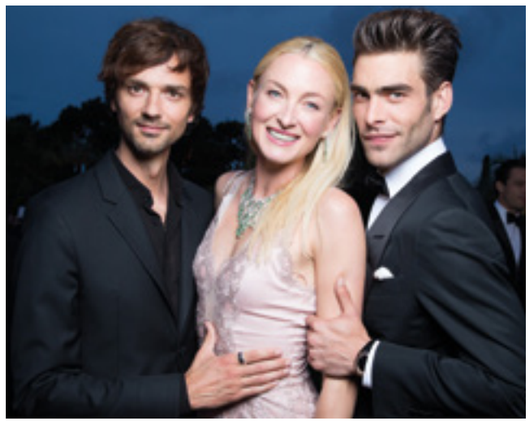
Carla Bruni-Sarkozy
Brand Event Gala Dinner
Villa Ephrussi de Rothschild
Saint Jean Cap Ferrat



Carina Lau and Paolo Bulgari
Brand Event Gala Dinner
Villa Ephrussi de Rothschild
Saint Jean Cap Ferrat



Models show during Brand Event
Gala Dinner Villa Ephrussi
de Rothschild – Saint Jean Cap Ferrat



David Jarre, Lilly zu sayn Wittgenstein and Jon Kortajarena
Brand Event Gala Dinner Villa Ephrussi de Rothschild – Saint Jean Cap Ferrat



Models show during Brand Event
Gala Dinner Villa Ephrussi
de Rothschild – Saint Jean Cap Ferrat



Models pose during Brand Event Gala Dinner
Villa Ephrussi de Rothschild – Saint Jean Cap Ferrat



General view during Brand Event Gala Dinner
Villa Ephrussi de Rothschild – Saint Jean Cap Ferrat

SAVE THE CHILDREN



Soo Joo Park
#RaiseYourHand Campaign



Tommy Dunn
#RaiseYourHand Campaign



Helena Christensen
#RaiseYourHand Campaign



Luke Evans
#RaiseYourHand Campaign



Juliette Binoche
#RaiseYourHand Campaign

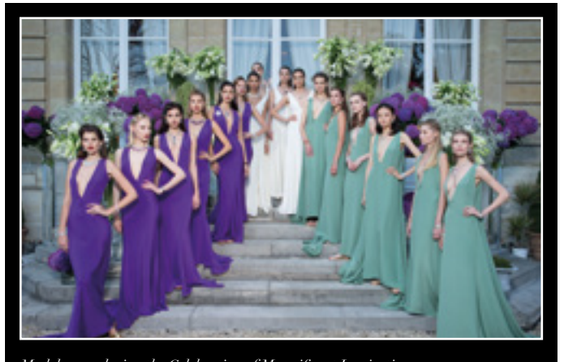
PARIS



Mischa Barton, Jean-Christophe Babin, Xenia Tchoumi, Siran Manoukian and Lottie Moss
Celebration of Magnificent Inspirations
The New High Jewellery Collection at the Italian Embassy



Models show during the Celebration of Magnificent Inspirations
The New High Jewellery Collection at the Italian Embassy



Models pose during the Celebration of Magnificent Inspirations
The New High Jewellery Collection at the Italian Embassy

24 **DIVAS' DREAM** High Jewellery earrings in white gold with corals (21.01 ct), 2 round brilliant cut diamonds (1.10 ct), tapered cut diamonds (2.26 ct) and pavé diamonds (1.34 ct).

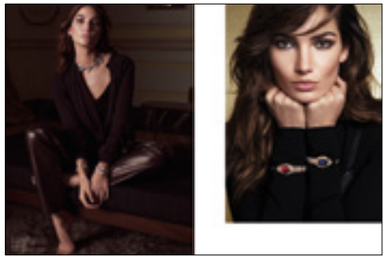


26 *left page:*
Parentesi High Jewellery necklace in white gold with pavé diamonds (31.14 ct).

Parentesi High Jewellery bracelet in white gold with pavé diamonds (10.66 ct).

right page:
Serpenti High Jewellery watch. Quartz movement. 36 mm 18 kt pink gold curved case set with brilliant cut diamonds and 1 tanzanite. 18 kt pink gold bracelet set with brilliant cut diamonds. Eyes in emeralds.

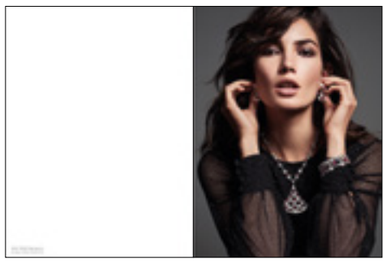
Serpenti High Jewellery watch. Quartz movement. 36 mm 18 kt pink gold curved case and dial set with brilliant cut diamonds and 1 tourmaline. 18 kt pink gold bracelet set with brilliant cut diamonds. Eyes in emeralds.



28 **DIVAS' DREAM** High Jewellery earrings in white gold with 2 round, brilliant cut diamonds (0.48 ct), 22 pear and fancy cabochon cut rubies (3.90 ct) and pavé diamonds (1.58 ct).

DIVAS' DREAM High Jewellery necklace in white gold with 29 pear and round cut rubies (19.42 ct), one round brilliant cut diamond (0.62 ct) and pavé diamonds (11.65 ct).

DIVAS' DREAM High Jewellery bracelet in white gold with 7 pear and round cut rubies (8.51 ct), 22 round brilliant cut diamonds and pavé diamonds (18.01 ct).

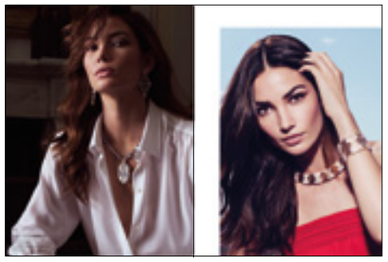


30 *left page:*
Serpenti High Jewellery earrings in white gold with 140 cabochon cut sapphires (7.45 ct) and pavé diamonds (2.95 ct).

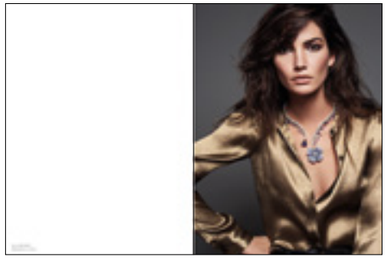
Serpenti High Jewellery necklace in white gold with 88 fancy shaped cabochon cut sapphires (6.21 ct), and pavé diamonds (7.70 ct).

right page:
Parentesi High Jewellery necklace in pink gold with pavé diamonds (42.17 ct).

Parentesi High Jewellery bracelet in pink gold with pavé diamonds (28.84 ct).



32 **Fiore di BVLGARI** High Jewellery necklace in white gold with turquoise inserts, 1 tanzanite (9.39 ct), 1 round brilliant cut diamond (0.90 ct), 20 round double rose cut moonstones (10.56 ct), round shaped sapphires (19.45 ct), round and brilliant cut diamonds and pavé diamonds (20.42 ct).



34 **Color Treasures** High Jewellery necklace in pink gold with 6 cabochon pink tourmalines (142.32 ct), 5 cabochon amenthysts (101.37 ct), 5 emerald beads (24.39 ct), 1 tourmaline round bead cut (5.50 ct), 10 cabochon red spinels (16.48 ct) and round and pavé-set diamonds (22.77 ct).



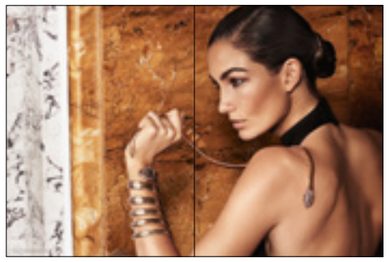
36 **Serpenti** necklace in 18 kt white gold with pavé diamonds.

Serpenti Incantati watch. Quartz movement. 30 mm 18 kt white gold case set with brilliant cut diamonds. Snow-pavé diamond dial. 18 kt white gold bracelet set with brilliant cut diamonds.



38 **Serpenti Tubogas** watch. Quartz movement. 35 mm steel curved case with 18 kt pink gold bezel set with brilliant cut diamonds. 18 kt pink gold crown set with a cabochon cut pink rubellite. Silver opaline dial with guilloché soleil treatment. 5-twirl 18 kt pink gold and steel bracelet.

Serpenti Tubogas necklace in 18 kt pink gold with pavé diamonds.



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

DIVAS' DREAM necklace in 18 kt pink gold with diamond, malachite and pavé diamonds.

DIVAS' DREAM sautoir necklace in 18 kt pink gold with carnelian, malachite and lapis lazuli.

DIVAS' DREAM watch. Quartz movement. 30 mm 18 kt pink gold case set with brilliant cut diamonds. Gold crown set with a cabochon cut pink rubellite. Natural acetate dial set with diamond indexes. Satin strap with 18 kt pink gold ardillon buckle.

DIVAS' DREAM bracelet in 18 kt pink gold with carnelian.

DIVAS' DREAM bracelet in 18 kt pink gold with pavé diamonds.



42 **B.zero1** bangle bracelet in 18 kt pink gold.

B.zero1 bangle bracelet in 18 kt white gold.

B.zero1 bangle bracelet in 18 kt pink gold with black ceramic.

B.zero1 four-band ring in 18 kt pink, white and yellow gold.

B.zero1 four-band ring in 18 kt white gold with pavé diamonds.

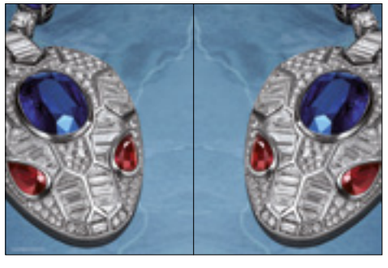
B.zero1 four-band ring in 18 kt pink gold with black ceramic.



52 **DIVAS' DREAM** High Jewellery necklace with 1 fancy carved Jadeite-Jade (3.29 ct), 1 round brilliant cut diamond (0.48 ct), 11 cabochon cut Jadeite-Jades (0.92 ct), round brilliant cut diamonds and pavé diamonds (7.64 ct).



54 **Serpenti** High Jewellery necklace in white gold set with 1 oval shaped brilliant cut sapphire (13.55 ct), 10 round and pear shaped rubies (8.96 ct), 8 round shaped sapphires (14.97 ct), baguette cut diamonds and pavé diamonds (24.59 ct).



56 **Serpenti** High Jewellery necklace in pink gold with 4 pear shaped emeralds (0.42 ct), fancy shaped rubellites (82.59 ct), round emeralds (0.83 ct), round brilliant cut diamonds and pavé diamonds (5.89 ct).

Serpenti High Jewellery bracelet in pink gold with round and pear shaped emeralds (2.03 ct), fancy shaped rubellites (38.32 ct), round brilliant cut diamonds and pavé diamonds (2.98 ct).



58 *left page:*
DIVAS' DREAM High Jewellery necklace with 1 triangular cabochon cut Jadeite-Jade (19.19 ct), 10 round cabochon cut rubies (18.25 ct), 72 fancy buff top cut rubies (8.30 ct), 15 round brilliant cut diamonds (3.49 ct,) tapered step cut diamonds and pavé diamonds (11.27 ct).

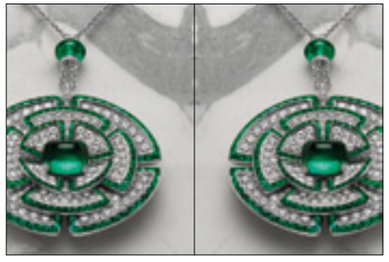
right page:
Color Treasures High Jewellery necklace in white gold with 9 round shaped double rose cut amethysts (47.70 ct), 8 round shaped double rose cut tourmalines (55.19 ct) and pavé diamonds (16.26 ct).



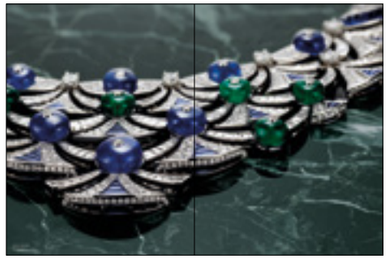
60 **DIVAS' DREAM** High Jewellery necklace with 1 cushion cut sapphire (45.15 ct), 1 round brilliant cut diamond (0.90 ct), 12 emeralds beads (39.90 ct), 15 round brilliant cut diamonds (4.48 ct), 64 fancy shape buff top cut blue sapphires (6.04 ct), tapered cut diamonds (2.32 ct) and pavé set diamonds (11.50 ct).



62 **Giardini Italiani** High Jewellery necklace in white gold with 1 emerald (6.32 ct), 22 emerald beads (47.88 ct), 206 buff top cut emeralds (11.60 ct) and pavé diamonds (25.46 ct).



64 **DIVAS' DREAM** High Jewellery necklace in white gold with 13 round emerald beads (20.20 ct), 16 round sapphire beads (43.40 ct), 9 buff top cut emeralds (0.69 ct), 105 buff top cut sapphires (9.04 ct), 14 round brilliant cut diamonds and pavé diamonds (26.56 ct).



66 *left page:*
Parentesi High Jewellery necklace in pink gold with pavé diamonds (42.17 ct).

right page:
Fiore di BVLGARI High Jewellery necklace in white gold with turquoise inserts, 1 tanzanite (9.39 ct), 1 round brilliant cut diamond (0.90 ct), 20 round double rose cut moonstones (10.56 ct), round shaped sapphires (19.45 ct), round and brilliant cut diamonds and pavé diamonds (20.42 ct).



68 Tubogas choker in two-colour gold with Greek silver coins, 1974.

Tubogas bracelet in two-colour gold with Roman Imperial bronze coins, 1975.

Ring in gold with Roman Imperial gold coin and diamonds, 1983.



70 *left page:*
Necklace in gold with emerald, amethysts, rubies and diamonds, 1989.

right page:
Necklace in gold with emerald, rubies and diamonds, 1969.

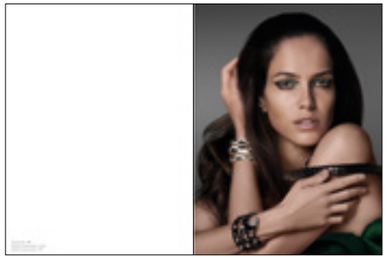
Ring in platinum with emeralds, sapphires and diamonds, 1960.



72 **Serpenti** belt in gold with black enamel and diamonds, 1970.

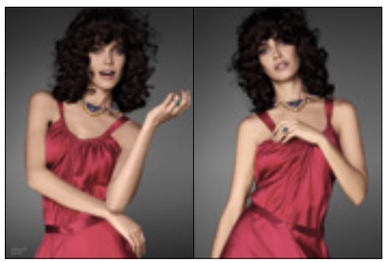
Serpenti bracelet-watch in gold with black and white enamel and diamonds, ca 1965.

Serpenti bracelet-watch in gold with black enamel, emeralds and diamonds, 1975.

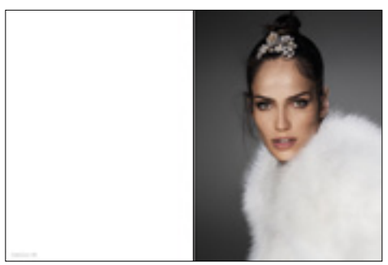


74 Necklace in gold with emeralds, amethysts, citrines, pink tourmalines, sapphires and diamonds, 1991.

Ring in platinum with emeralds, sapphires and diamonds, 1960.



76 Tremblant brooch in platinum with fancy yellow diamonds and diamonds, 1960.



78 **Serpenti** belt in gold with black enamel and diamonds, 1970.

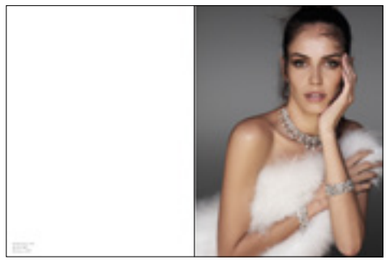
Serpenti bracelet-watch in gold with black enamel, emeralds and diamonds, 1975.



80 Necklace/tiara combination in platinum with diamonds, 1935.

On the left hand: Bracelet in platinum with diamonds, ca 1939.

On the right hand: Bracelet in platinum with diamonds, 1930.



82 **B.zero1** ring in 18 kt pink gold with cermet.

B.zero1 ring in 18 kt pink, white and yellow gold.

B.zero1 bracelet in 18 kt pink gold.

B.zero1 bracelet in 18 kt white gold with pavé diamonds.

B.zero1 ring in 18 kt white gold with pavé diamonds.



84 **BVLGARI BVLGARI** bracelet in 18 kt white gold with diamonds.

BVLGARI BVLGARI bracelet in 18 kt pink gold with diamonds.

BVLGARI BVLGARI ROMAN SORBETS necklace in 18 kt pink gold with amethists and pink tourmaline.



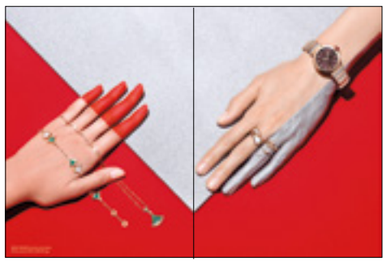
86 **DIVAS' DREAM** bracelet in 18 kt pink gold with malachite and mother-of-pearl.

DIVAS' DREAM necklace in 18 kt pink gold with diamond, malachite and pavé diamonds.

LVCEA watch. Automatic movement. 33 mm 18 kt pink gold and steel case. 18 kt pink gold crown set with a cabochon cut stone and diamond. Purple lacquered dial with a guilloché soleil treatment set with diamond indexes. 18 kt pink gold and steel bracelet.

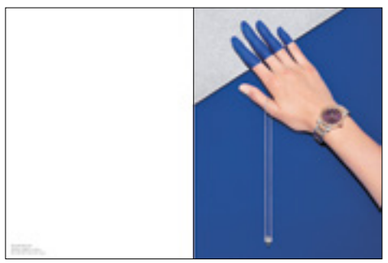
DIVAS' DREAM ring in 18 kt pink gold with mother-of-pearl and pavé diamonds.

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



88 **BVLGARI BVLGARI ROMAN SORBETS** necklace in 18 kt white gold with blue sapphires and tzavorites.

BVLGARI BVLGARI LADY watch. Mechanical movement with automatic winding. 33 mm steel case and 18 kt pink gold bezel. 18 kt pink gold crown set with a cabochon cut pink stone. Purple satiné soleil dial set with diamond indexes. Steel pink gold bracelet.



90 **BVLGARI BVLGARI LADY FINISSIMO Petite Seconde** watch. Manufacture extra-thin mechanical movement with small second (manual winding), BVL 128 caliber. 41 mm 18 kt white gold case with bezel set with 54 brilliant cut diamonds, 18 kt white gold crown with a brilliant cut diamond and transparent back. Purple satiné soleil dial with white gold plated indexes. Purple alligator strap with 18 kt white gold ardillon buckle.

DIVAS' DREAM watch. Manufacture in-house mechanical movement with jumping hour and retrograde minutes (180°) and automatique winding, BVL 262 caliber. 37 mm 18 kt white gold case set with 79 brilliant cut diamonds. Lapis lazuli dial with diamond indexes. Blue satin strap with 18 kt white gold folding clasp set with brilliant cut diamonds.



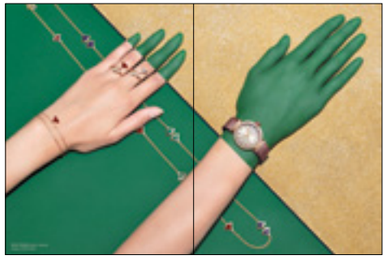
92 **DIVAS' DREAM** bracelet in 18 kt pink gold with carnelian.

DIVAS' DREAM ring in 18 kt pink gold with carnelian and pavé diamonds.

DIVAS' DREAM ring in 18 kt pink gold with pavé diamonds.

DIVAS' DREAM necklace in 18 kt yellow gold with carnelian, malachite and lapis lazuli.

LVCEA watch. Automatic movement. 33 mm 18 kt pink gold case set with diamonds. 18 kt pink gold crown set with a cabochon cut stone and diamond. Silver satiné soleil dial set with diamond indexes. Brown leather strap. 18 kt pink gold ardillon buckle.



94 **DIVAS' DREAM** necklace in 18 kt white gold with emeralds, diamond and pavé diamonds.

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

LVCEA watch. Mechanical movement with automatic winding. 33 mm 18 kt white gold case fully set with brilliant cut diamonds with neige pavé technique. 18 kt white gold crown set with a blue sapphire and diamonds. Full pavé diamond dial with neige pavé technique. 18 kt white gold bracelet fully set with brilliant cut diamonds with neige pavé technique.

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



96 **Serpenti Seduttori** necklace in 18 kt pink gold with rubellites and pavé diamonds.

Serpenti Seduttori necklace in 18 kt pink gold with rubellites and pavé diamonds.

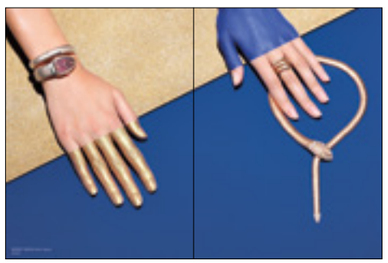
Serpenti bracelet in 18 kt pink gold with rubellites and pavé diamonds.



98 **Serpenti Tubogas** watch. Quartz movement. 35 mm 18 kt steel curved case with 18 kt pink gold bezel set with brilliant cut diamonds. 18 kt pink gold crown set with a cabochon cut pink rubellite. Violet lacquered dial with guilloché soleil treatment. Single-spiral 18 kt pink gold and steel bracelet.

Serpenti Tubogas ring in 18 kt pink gold with pavé diamonds.

Serpenti Tubogas necklace in 18 kt pink gold with pavé diamonds.



100 **Serpenti Spiga** watch. Quartz movement. 35 mm white ceramic curved case with 18 kt pink gold bezel set with brilliant cut diamonds. 18 kt pink gold crown set with a cabochon cut ceramic. White lacquered polished dial. Single-spiral white ceramic bracelet with 18 kt pink gold elements.

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



102 **BVLGARI BVLGARI Piccola Catene** watch. Quartz movement. 22 mm 18 kt white gold case set with brilliant cut diamonds. 18 kt white gold crown set with a cabochon cut pink rubellite. Black lacquered dial set with diamond indexes. One twirl 18 kt white gold gourmette bracelet set with brilliant cut diamonds. 18 kt white gold folding clasp.

BVLGARI BVLGARI Piccola Catene watch. Quartz movement. 22 mm 18 kt white gold case set with brilliant cut diamonds. 18 kt white gold crown set with a cabochon cut pink rubellite. Full pavé diamond dial. One twirl 18 kt white gold gourmette bracelet fully set with brilliant cut diamonds. 18 kt white gold folding clasp.

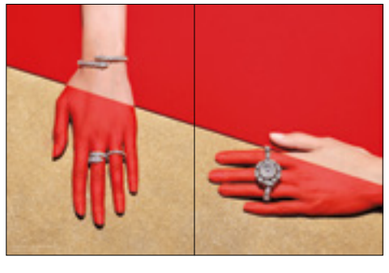


104 **Serpenti** thin bracelet in 18 kt white gold with full pavé diamonds.

Serpenti ring in 18 kt white gold with pavé diamonds.

Serpenti ring in 18 kt white gold with pavé diamonds.

Serpenti Incantati watch. Quartz movement. 30 mm 18 kt white gold case set with brilliant cut diamonds. Snow-pavé diamond dial. 18 kt white gold bracelet set with brilliant cut diamonds.



106 **OCTO FINISSIMO Squelette** watch.
Mechanical skeletonized manufacture movement with manual winding, small seconds and power reserve indication.
BVL 128SK Finissimo caliber.
Power reserve around 65 hours.
40 mm extra-thin steel case treated with black DLC, 18 kt pink gold bezel (5.15 mm thick) with transparent case back. Pink gold crown set with ceramic. Integrated alligator strap with pink gold ardillon buckle. Water-resistant up to 30 metres.



108 **DIAGONO MAGNESIUM** watch.
Mechanical chronograph with automatic winding and date, B130 caliber.
42-hour power reserve. 42 mm magnesium & PEEK case with ceramic bezel. Dial with red proprietary lacquer. Rubber strap with ardillon buckle.

DIAGONO MAGNESIUM watch.
Mechanical chronograph with automatic winding and date, B130 caliber.
42-hour power reserve. 42 mm magnesium & PEEK case with ceramic bezel. Dial with silver proprietary lacquer. Rubber strap with ardillon buckle.



110 **Selima Eau de Parfum, Le Gemme Orientali**. A journey through the rich world of the Arabian peninsula.
A sacred gemstone, symbol of serenity and abundance, life and wealth.
Carnelian replaces negative with a love of life. Selima, an evocative arabic name meaning "serene and calm". A soothing, incandescent Eau de Parfum of luscious red energy. Alluring Spices Saffron Rose Date Delight.

Lazulia Eau de Parfum, Le Gemme Orientali. A night journey through the Arabian desert. A gem of royalty and spirituality that has symbolized the Celestial since time immemorial. Symbol of life force and a source of power. Lazulia, meaning "deep blue" in arabic, takes us on a voyage through the fabulous, sensual tales of the Arabian Nights. A heavenly hypnotic Eau de Parfum of brilliant azure blue. Jasmine Starlight Incense Essence Royal Oud Wood.

Splendia Eau de Parfum, Le Gemme Imperiali. A journey to the last dynasty of China and the treasures of the royal family. Emblematic of Asia's imperial power, the sublime green jade gemstone has been coveted by Emperors and Aristocrats for thousands of years. Splendia, a name that evokes the beauty and splendor of the Queen of all Jades. Noble and majestic, a woman of great seductiveness who conveys elegance and sophistication. A ravishing Eau de Parfum that expresses the majestic elegance and nobility of China's last great imperial dynasty. Magnolia Essence Narcissus Absolute Oakmoss.

Irina Eau de Parfum, Le Gemme Imperiali. A journey into the purity, mysticism and serenity of Ancient China. Inspired by the purest white jade and its aura of peacefulness, respect and generosity. Irina, a name of Greek origin, signifying "peace", pays delicate homage to women of supreme elegance and femininity, whose beauty and poise emanate as much from within as from without. A sensual and sophisticated Eau de Parfum of sumptuous floral musk notes. Magnolia Essence Jasmine Petals Musk.



112 **Tygar Eau de Parfum, Le Gemme**.
Called the stone that sees all, shimmering golden-brown Tiger's Eye draws its energy from the vibrations of the earth and sun. Like the name of the fragrance, this bright stone is inspired by the majestic feline, and conveys the fiery courage, action and mental power of the great Indian warrior Shivaji.
An astonishingly contrasting and explosive Ambery Citrus accord crafted from radiant, cascading Grapefruit, deep Wood and Ambrox, a natural and abundant reconstitution of precious Ambergris. Grapefruit Essence Ambrox.

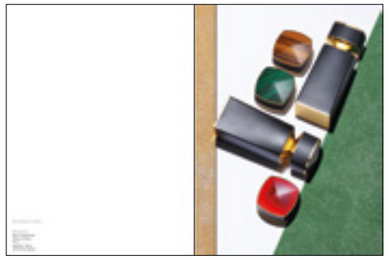
Malakeos Eau de Parfum, Le Gemme.
Emblem of the grandeur and opulence of Czarist Russia, ruled by the Romanovs, the infinite green of Malachite gemstone exudes the healing and well-being of nature, set in the profuse coniferous green of the Ural forests. The Perfumer honors a legendary thematic in men's perfumery, Fougère, in a contemporary reinterpretation. This deeply invigorating scent has a cold, clean, vegetal freshness derived from men's barbering classics. Minty Geranium, Lavender and Oakmoss are vividly paired with gentle Musk and Guaiac Wood for an immensely restoring, sensual green fragrance.
Lavender Oakmoss.

Gyan Eau de Parfum, Le Gemme.
A name in Sanskrit, meaning "divine wisdom", Gyan evokes velvety blue Sapphires imbued with the spirituality of the midnight sky in the Himalayas and the seductiveness, lucidity and insight of Alexander the Great.
The celestial blue mystery of Sapphire is expressed by a nocturnal starlit Jasmine Sambac and a near limitless abundance of Indonesian Patchouli. Mingled with Oriental incense, this aristocratic and masculine fragrance possesses an incomparably sophisticated trail.
Jasmine Sambac Heart of Patchouli.

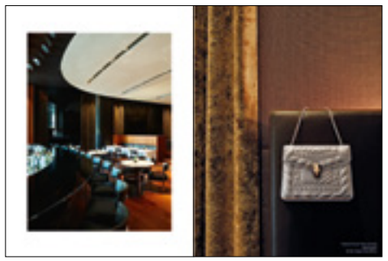
Garanat Eau de Parfum, Le Gemme.
A name who conveys masculine strength and forerightness.
Garanat is inspired by the deeply red Garnet from Bosphorus. This crimson gemstone shines in the darkness, bringing its wearer the impassioned courage and vision of Suleyman the Magnificent, the most seducing Sultan of the Ottoman Empire. A dense, spellbinding swirl of ardent masculine Rose and smoked chiaroscuro Incense. Essence of Damascena Rose and Rose Absolute from Grasse entwined with pure, noble smoked Incense create a mesmerizing fragrance of supreme masculine force. Rose Incense.

Ambero Eau de Parfum, Le Gemme.
The resplendent glow of Kahraman Amber is the most ancient, natural treasure of the Mediterranean Levant. The scent is a tribute to the Phoenician god, Melkart, a paragon of masculinity revered from Levant to Spain, who carried a wonderful shield made of Amber as a symbol of power.
A warm Woody Oriental that translates the richness and sensuality of Amber into noble, earthy, Vetiver root, generously composed of its most fragrant portion. Modernized with the spice of Ginger, Pink Pepper and Saffron, and refined with elegant Olibanum incense, Ambero is startlingly luminous and round.
Ginger from India Heart of Vetiver.

Onekh Eau de Parfum, Le Gemme.
An impenetrable black gemstone of powerful and ambivalent energy reserved for the strong-spirited. Onekh, an ancient Levantine word that meant Onyx long ago, derives its mystery from Naram, the first Mesopotamian king, and god of the moon. The magnetic, night-black ambivalence of Onyx is sublimely illustrated by Malacensis Oud from Laos, an ingredient more valuable than gold, whose aura is as bewitching and supernatural as this blackest of gemstones. Leathery, animal and spicy, this natural Oud yields a dry yet sensually addictive quality when allied with Labdanum and warm ambery Resin.
Malacensis Oud Smoked Labdanum.



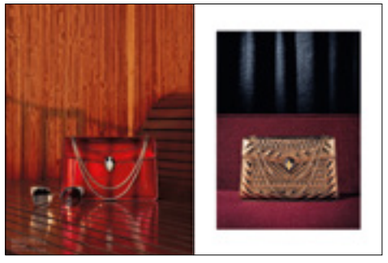
116 *right page:*
"Serpenti Forever" flap cover bag featuring a "quilted Scaglie" motif in silver brushed metallic calf leather. Brass light gold plated tempting snake head closure in glitter silver and black enamel with eyes in black onyx.



120 *left page:*
Serpenti contemporary double bridge frame featuring round lenses combined with multicolored enamel scales design on the browline. Sleek metal temples enhance the geometries of this style.

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

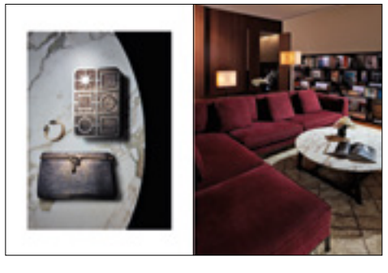
right page:
"Serpenti Forever" flap cover bag featuring a "quilted Scaglie" motif in antique bronze brushed metallic calf leather. Brass light gold plated tempting snake head closure in glitter gold and black enamel with eyes in black onyx.



122 *left page:*
Bracelet in pink gold brushed metallic ayers skin with iconic contraire brass light gold plated **"Serpenti"** heads motif in black and white enamel, with malachite enamel eyes.

Boxy clutch in black and gold shiny lizard skin. **"Pantheon Mesh"** frame motif in brass light gold plated finishing. Detachable chain strap.

"Serpenti Tubogas" clutch in acqueos gold shiny lizard skin with brass light pink gold plated snake body-shaped frame closure with black enamel. Detachable "Tubogas" chain strap.



124 *left page:*
Ruby dahlia **"Christmas 2016"** pattern seven-folds tie in fine saglione printed silk.

OCTO ULTRANERO SOLOTEMPO watch. Mechanical manufacture movement with automatic winding and date, BVL 193 caliber decorated with perlage, côtes de Genève and chamfering finishing. Double barrel, 50-hour power reserve. 41 mm steel case treated with black Diamond Like Carbon. 18 kt pink gold crown set with ceramic and transparent case back. Lacquered polished dial with hand-applied indexes. Integrated rubber strap with steel ardillon buckle treated with black Diamond Like Carbon. Water-resistant up to 100 metres.

Folded credit card holder in denim sapphire full grain calf leather and golden amber smooth calf leather. Embossed "Buckle" strap motif and Bulgari logo on metal plate finished in dark ruthenium.

right page:
Yellow **"Double Crystal"** pattern tie in fine jacquard silk. Handmade.

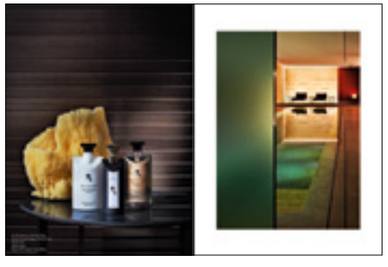
OCTO ULTRANERO VELOCISSIMO watch. Integrated chronograph with column wheel mechanism. Mechanical manufacture high-frequency chronograph (5Hz) with silicon escapement, automatic winding and date, BVL 328 Velocissimo caliber decorated with perlage, côtes de Genève and chamfering finishing. 50-hour power reserve. 41 mm steel case treated with black Diamond Like Carbon and crown set with ceramic, transparent case back. Lacquered polished dial with hand-applied indexes. Integrated rubber strap with steel ardillon buckle treated with black Diamond Like Carbon. Water-resistant up to 100 metres.



126 *left page:*
Eau Parfumée au Thé Noir, Body Lotion. A refined bath line combining mysterious Eau Parfumée au Thé Noir fragrance notes with cleansing and softening ingredients.

Eau Parfumée au Thé Noir, Eau de Cologne. Inspired by Black Tea of Yunnan, a mysterious luxury Eau de Cologne for men and women. With a voluptuous warm accord, this fragrance swells at the rich heart of tea-time tradition capturing the essence of an age-old art.

Eau Parfumée au Thé Noir, Shampoo and Shower Gel. A refined bath line combining mysterious Eau Parfumée au Thé Noir fragrance notes with cleansing and softening ingredients.



LIFE IN BVLGARI ROMA

128 *left page:*
Serpenti contemporary rounded 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.

Modern double bridge **Diagono** sunglasses combining black acetate with pink gold finishing and pink mirrored lenses. Sleek and flexible metal temples personalize the front piece with a distinctive tubular structure.

right page:
Eau Parfumée au Thé Vert, Candle. Superbly hand-made and scented with refreshing Eau Parfumée au Thé Vert notes, this candle is an elegant expression of sensory pleasure, creating a revitalizing atmosphere in any room.

Eau Parfumée au Thé Vert, Eau de Cologne. A fresh luxury Eau de Cologne for men and women that pays homage to Japanese Green Tea. With a bright and exclusive accord, this fragrance is a vital expression of refined elegance that awakens and refreshes the senses.

Eau Parfumée au Thé Vert, Shampoo and Shower Gel. A refined bath line combining refreshing Eau Parfumée au Thé Vert fragrance notes with cleansing and softening ingredients.

Eau Parfumée au Thé Vert, Body Lotion. A refined bath line combining refreshing Eau Parfumée au Thé Vert fragrance notes with cleansing and softening ingredients.





BVLGARI ROMA

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BVLGARI

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