

BVLGARI

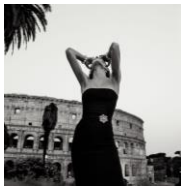
BRAND INTRODUCTION



Surprise, innovate and reinvent have been part of Bulgari's vocabulary since it was founded in Rome in 1884. Jewelry, watchmaking, accessories... Combining classicism and modernity, its creations are infused with an emotion that is unique to the excellence of Italian design.

In order to blend dolce vita and creativity, Bulgari broke free from conventions very early in its history. A sensitivity to color which enables the House to combine precious and semi-precious stones in a way that brings its extraordinary pieces to life. Bulgari's extraordinary success stems from this unquenchable desire to preserve its heritage while also looking energetically to the future.

BRAND DNA



Rome



Snake



Lightness and finesse



Jeweller to the stars



Dolce Vita

EYEWEAR IDENTITY



Internal printing



Titanium



Engraved nose pads



Temple tips



Aluminium & Rubber



Lenses

FIRST CREATIVE DIRECTOR EVER FOR LEATHER GOODS AND ACCESSORIES

Greek designer **Mary Katrantzou**, who established herself as one of the quintessential designers who shaped fashion back in the 2010s, has been appointed as **Bulgari's** first-ever Creative Director for leather goods and accessories. The role will have Katrantzou be in charge of creating high-quality luxury leather pieces and one-of-a-kind fine jewelry for the storied Roman House.

Mary Katrantzou's debut collection for Bulgari is expected to hit stores globally this August 2024



THĒLIOS

LVMH Eyewear Excellence



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WOMAN ICONIC PRODUCT STORIES

SERPENTI HIGH END



Precious line inspired by Bulgari's **Serpenti** jewellery masterpieces. Sophisticated craftsmanship presenting gold-plated finishing & precious stones

SERPENTI VIPER



Youthful and trendy proposition remaining true to Bulgari's heritage. Presenting sleek and modular designs sporting the iconic **Serpenti Viper** embellishments.

SERPENTI FOREVER



Refined offer taking inspiration from the **Serpenti Forever** Handbags. Featuring recognizable snake heads and faceted designs.

B.ZERO 1



Easy to wear designs sporting subtle handcrafted details reminiscent of the emblematic **B.Zero1** jewellery.

BULGARI BULGARI



A chic elegant line presenting refined jewellery-inspired details such as coin detail evocative of the timeless **Bulgari Bulgari** ornaments.



MAN ICONIC PRODUCT STORIES

OCTO HIGH END



High-end line inspired by **Octo Roma** timepieces. Highly technical designs crafted with precious materials and gold-plated finishing

OCTO FINISSIMO



Technical offer inspired by the award-winning **Octo Finissimo** timepieces. Showcasing extremely light, resistant & qualitative designs made in Japan with Titanium.

B.ZERO 1



Easy to wear designs sporting subtle handcrafted details reminiscent of the emblematic **B.Zero1** jewellery.

BULGARI ALUMINIUM



A sporty proposition inspired by **Bulgari Aluminium** watches. A line allying lightness and technicity through an unexpected mix of materials: aluminium and rubber



*Main Campaign Rights: January 2024 – January 2025

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TRADE MARKETING



BLOOMINGDALES, DUBAI



MAGRABi, DUBAI



DUBAI DUTY FREE AIRPORT



NEIMAN MARCUS, SHORT HILLS

EYEWEAR LAUNCH EVENT & CELEBRITIES ENDORSMENT



Leonie Hanne, 4.7M followers



Amelia Spencer, 83K followers



Milan, Bulgari boutique
Eyewear Launch Event
SS24 Eyewear & Accessories Collections



Ami Aya, 270K followers



Marc Forne, 505K followers

