

BVLGARI HOTELS & RESORTS UNVEILS
THE NEW 'SERPENTI SUITES' AS A
TRIBUTE TO THE BVLGARI ICONIC
SYMBOL



Shanghai, January 7th, 2025 – Bvlgari Hotels & Resorts is proud to announce the launch of the new exclusive 'Serpenti Suites', offering a full immersion into the Bvlgari iconic sign's magnetic allure. In each property of the Hotels & Resorts Collection, one of the suites will be decorated with curated interior design details representing the 'Serpenti' symbol, to offer guests an exclusive immersion into the Bvlgari aesthetic.



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This special activation will debut on January 9th, 2025, with a preview of the new suites in the Bvlgari Hotels in Shanghai and in Beijing. As a unique feature in Shanghai, guests will find visors in the Serpenti Suite to enjoy a virtual immersive experience of the exhibition

The unveiling of the 'Serpenti Suite' in all the other properties is then scheduled on January 27th in occasion of the Chinese New Year, 2025 being the Year of the Snake according to Chinese Calendar.

The snake, a universal symbol transcending space and time, has been revered throughout the different cultures as an emblem of wisdom, transformation, and infinite rebirths. These profound meanings resonate deeply with the narrative of constant reinvention perpetuated by Bvlgari's 'Serpenti' since its inception in 1948. The Year of the Snake offers a momentous occasion for Bvlgari to continue this ever-evolving cross-cultural exchange, encapsulated by the mythical 'Serpenti' sign.



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SERPENTI SUITES: AN ALL YEAR LONG UNIQUE EXPERIENCE IN THE BVLGARI HOTELS & RESORTS PROPERTIES

The 'Serpenti Suites' mark the continuation of a two-year international path, launched by Bvlgari in 2023 on the occasion of Serpenti's 75th anniversary, focusing on the snake as an endless source of inspiration for artistic production. In recognition of this milestone, the new Serpenti Suites invite Bvlgari Hotels & Resorts guests to immerse themselves in the infinite transformations of the snake through history, art, and contemporary creative expressions.

Each suite is meticulously decorated to reflect the elegance and mystique of the brand's iconic Serpenti motif, featuring luxurious curtains and plush cushions, as well as cozy cashmere blankets that create an intimate and enchanting atmosphere. Vintage advertisement from the Bvlgari advertising campaigns of the 1970's are also featured, as well as a curation of books about the Serpenti symbol.

Only one 'Serpenti Suite' will be available at each Bvlgari Hotels & Resorts property, providing guests with a unique and exclusive experience throughout the entire year.

EXCLUSIVE FOOD & BEVERAGE OFFERINGS FOR CHINESE NEW YEAR

For the launch of the new 'Serpenti Suites' and in occasion of the Chinese New Year week, which celebrates the Year of the Snake, all the Bvlgari Hotels & Resorts will also feature a series of exclusive Food & Beverage offerings recalling the 'Serpenti' theme available from January 27th to February 5th, 2025:

- **Serpenti Cocktail:** A signature cocktail that embodies the spirit of the Serpenti, blending exotic flavors and premium ingredients.
- **Serpenti Chocolate:** Decadent chocolates inspired by the Serpenti motif, exclusively designed by renowned chocolatier Gianluca Fusto, offering a delightful and luxurious treat.
- **Serpenti Afternoon Tea:** A sophisticated afternoon tea experience featuring an array of delicacies inspired by the Serpenti theme.



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- **Serpenti Chinese Rice Pudding:** A traditional and exquisite Chinese rice pudding, created by Bao Li Xuan's Executive Chef, the two-Michelin-starred Chinese fine dining restaurant of the Bvlgari Hotel Shanghai, available exclusively in China.

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