

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



*Shanghai, January 7<sup>th</sup>, 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 9<sup>th</sup>, 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 27<sup>th</sup> 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 75<sup>th</sup> 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 by the historic Venetian brand Rubelli, 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 27<sup>th</sup> to February 5<sup>th</sup>, 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.

-The End-

### About Bvlgari Hotels & Resorts

*Unique locations in harmony with the surrounding areas, the blend of traditional design with dramatic contemporary Italian architecture by the architectural firm ACPV Architects Antonio Citterio Patricia Viel and superior service crafted with the same attention to quality that has always distinguished Bvlgari creations. These are the key elements that characterize the Bvlgari Hotels & Resorts collection.*

*For all the hotels, the approach is the same: the design of the interiors is strongly rooted in the traditions of the place, and careful attention is paid to every detail in a tribute to absolute luxury.*

*The Bvlgari Hotels & Resorts collection features the distinctive, bold Italian style typical of Bvlgari, reflected in its unique design, its contemporary Italian cuisine, and its lavish spas. It conveys the excitement of the Bvlgari brand, its timeless glamour, and its magnificent Italian jewelry heritage.*

*Bvlgari Hotels & Resorts collection includes properties in Milan, London, Bali, Beijing, Dubai, Shanghai, Paris and the recently added ones in Rome and Tokyo.*

*Three additional hotels are coming soon to Miami, Bodrum, Maldives, between 2026 and 2027.*

### About Bvlgari

*Part of the LVMH Group, Bvlgari was founded in Rome in 1884 as a jewellery shop. Known as the magnificent Roman jeweller and master of coloured gems, Bvlgari has established a worldwide reputation for Italian excellence and enjoys renowned for its exquisite craftsmanship. The company's international success has evolved into a global and diversified luxury purveyor of products and services, ranging from fine jewels and high end watches to accessories and perfumes, and featuring an unrivalled network of boutiques and hotels in the world's most exclusive shopping areas.*



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*Demonstrated through its numerous philanthropic partnerships, Bvlgari deeply believes in innovating the present for a sustainable future through its commitment to Corporate Social Responsibility and giving back – to nature and to the community.*

