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2020
GENEVA
WATCH
DAYS



OCTO FINISSIMO S



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A MODERN-DAY ICON

OCTO CONTINUES ITS SAGA WITH THE OCTO FINISSIMO AUTOMATIC SATIN-POLISHED STEEL 100M, THE NEW DEFINITION OF THE XXIST CENTURY CONTEMPORARY LUXURY SPORTS WATCH



Fueled by passion, and driven by excellence and artistry, *Octo Finissimo* continues to shift the paradigm of modern-day watchmaking with its latest *Octo Finissimo Steel*, featuring the thinnest automatic movement and a water resistance of 100 meters, made possible by increasing the case just slightly to 6.4mm and adding a screw-down crown.

The *Octo Finissimo* saga is driven by a passion for excellence, showing a remarkable attention to detail and unique expertise in all of its designs. Beyond that, it is also a story of performance. *Octo* is known for its mechanical brilliance, and leverages the expertise of Swiss watchmaking to create new editions that are technical masterpieces — a feature that is made even more impressive by the thinness of the designs.

Since its debut in 2014, *Octo Finissimo* has

redrawn the boundaries of style, mastering a rare combination of aesthetic vision and mechanical expertise with each of its six World-Record-holding designs. From watch connoisseurs to those following the latest trends in timepieces, *Octo*'s audience is varied and diverse — a fact that establishes the collection as an icon of modern-day watchmaking.

Octo Finissimo has always been a pioneer in the world of watches. What sets it apart — in addition to its thinness — is its ultra-performance. It is a powerhouse of technical execution, with dimensions that defy everything that existed before.

Having won more than 50 awards since 2014, *Octo* redefined the men's watches landscape, and set new parameters for contemporary, urban watches. Since its start, it has been about

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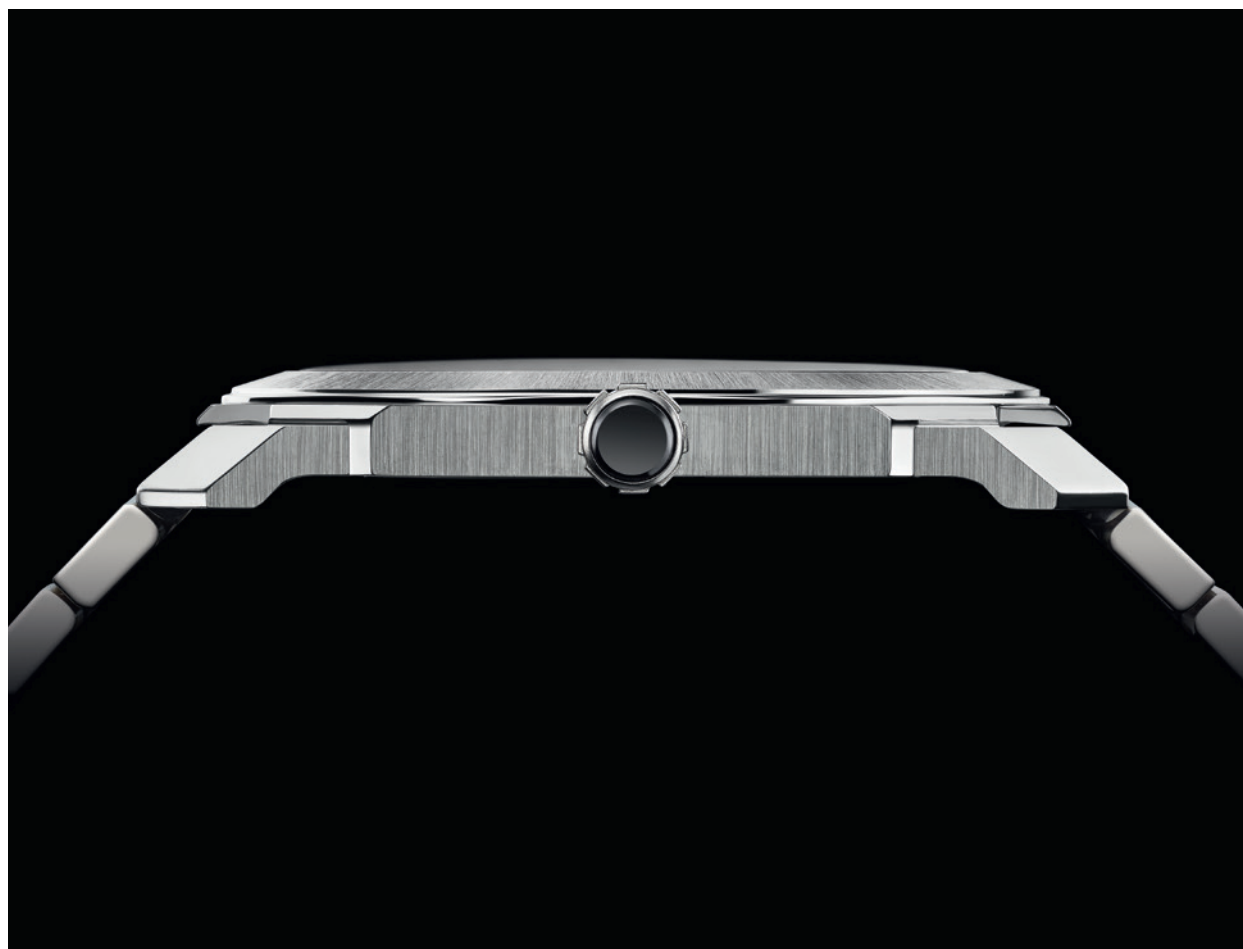


creating something unique, different from anything that came before. With *Octo*, Bvlgari created a new shape for contemporary men's watches, and in doing so, set new codes and a new trend for ultra-thin watches.

Now, the latest *Octo* designs continue to enrich the *Octo Finissimo* saga and cement its role as a paragon of trendsetting design. Debuting in Dubai this year with a polished lacquered black dial, the *Octo Finissimo Automatic Satin-Polished Steel* is now offered with a polished lacquered blue dial. These releases very much demonstrate that Bvlgari is hitting a big turning point for the collection - one in which discreet luxury can be versatile too. *"We're taking these record-setting timepieces from being a Supercar to a Grand Turismo - an extraordinary car that you drive every day. Compared to the extreme Sportscar it's*

more like an all-wheel drive, as it's 100 meters waterproof - you have the screw crown, you can dive, swim, take a shower; it's great for dressing up or dressing down so you can wear it from the tennis court to the board room.", commented Jean-Christophe Babin.

Six years in, *Octo* has shown its consistent ability to lead the world of men's watches. For 2020, it continues to refine and define the genre with new debuts that evolve the aesthetic of the collection, leaning into a modern sporty lifestyle, blending ultra-performance and style. As technical masterpieces with a distinctive and beautifully honed aesthetic, they once again establish Bvlgari as the *Roman Jeweller of Time*, and enrich the ongoing legacy of *Octo*, which has, in the six years since its debut, proven time and again that it has all the fundamental elements of a modern-day icon.



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OCTO FINISSIMO AUTOMATIC SATIN-POLISHED STEEL 100M 103431, 103297

TECHNICAL CHARACTERISTICS

Movement

Mechanical Manufacture movement with automatic winding via a platinum micro-rotor; hours, minutes and small seconds indications. BVLI38 Finissimo caliber (2.23mm thick) adorned with Côtes de Genève motif, chamfered bridges and circular-grained baseplate, 60-hour power reserve, 21,600 VpH.

Case and dial

40mm extra-thin satin-polished steel case (6.40mm thick), transparent caseback; polished steel screw-down crown set with ceramic inlay; black or blue lacquered dial with sunburst finishing, faceted diamond rhodium-plated hands; water-resistant up to 100m.

Bracelet

Integrated satin-polished steel bracelet with folding clasp.





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