

THE SERPENTI ODYSSEY

The origin of the first Serpenti bracelet-watches is closely linked to Bvlgari's Tubogas technique. Beginning in the late 1940s, the highly stylized snake motif began to appear, realized in the signature Tubogas fashion or as a gold mesh style that wrapped around the wrist. The case and dial were typically square or rectangular and evoked the head of the enigmatic serpent.

1948



*Serpenti Tubogas
bracelet-watch in gold, 1948.*

1950

From the mid of 1950s on, the serpent began to be rendered also in a more realistic way that drew a more explicit line to the ancient motif. The case took shape as the snake's head and the dial lay under a hinged cover on the upper and central part of the head. In these first "animalier" models, the bracelet could be in a coiled tubular band or crafted with small "boules" that were soldered one by one into an intricate gold mesh.

The head was often encrusted with diamonds and adorned with eyes in ruby, emerald or sapphire. Beginning in the 1960s, scales took on a more realistic expression too: every scale was crafted by hand from sheet gold and attached to the others by soldered gold pivots, or, in the case of the enameled versions, screwed together.

A white gold spring ran through the core to ensure perfect flexibility. In addition to gold and enamel, the scales were sometimes rendered with gemstones like turquoise, onyx, lapis lazuli, coral or jade.



*Serpenti bracelet in gold
with ruby and diamonds,
ca. 1950.*

1955



*Serpenti bracelet-watch in gold
and platinum with emeralds
and diamonds, ca. 1955.*

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1960-1970



Serpenti Tubogas bracelet-watch in gold and platinum with emeralds and diamonds, ca. 1961. Formerly in the collection of Elizabeth Taylor.



Serpenti Tubogas bracelet-watch in gold with diamonds, ca. 1963.



Serpenti Tubogas bracelet-watch in gold, ca. 1965.



Serpenti Tubogas bracelet-watch in white gold, ca. 1965.



Serpenti Tubogas bracelet-watch in gold, ca. 1965.



Serpenti bracelet-watch in gold with polychrome enamel, ca. 1965.



Serpenti bracelet in gold with jade, rubies and diamonds, ca. 1965.



Serpenti bracelet watch in gold with coral, onyx and diamonds, ca. 1970.

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In the 1970^s and 1980^s, there was a revival of the Tubogas flexible body with geometric dial

1970-1980



Bvlgari advertising campaign, ca. 1975. Photo credit: Gaio Bacci - Rome.



Serpenti Tubogas bracelet-watch in gold, 1974.



Serpenti Tubogas bracelet-watch in gold, ca. 1972.



Serpenti Tubogas bracelet-watch in three-colour gold, ca. 1970.



Serpenti Tubogas bracelet watch in two-colour gold, ca. 1985.

The evolution of Serpenti Watches

In 2009, Serpenti watches returned to the spotlight with a boldly innovative style that upholds the quality and uniqueness of Bvlgari design and craftsmanship to become a peerless expression of contemporary elegance. Since then, the Maison has continued to reimagine its iconic snake design through exceptional new timepieces, proving that the snake is eternal – and an eternal symbol of Bvlgari.

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2009

In 2009, Bvlgari introduces the **Serpenti Scaglie** collection, a perfect synthesis of the serpent's sinuous form and the pure, simple elegance of geometric abstraction. The new Serpenti watches find aesthetic cohesion in the chromatic subtleties of white and pink gold, and in the transparency and opacity of diamonds and black onyx.



2010

In 2010, Bvlgari launches **Serpenti Tubogas**, a collection that combines two of the most iconic Bvlgari motifs: the snake and the Tubogas coil.



2011-2015

Starting from 2011, the Serpenti collection evolves with the introduction of a number of **High Jewellery "secret watches."** These epitomize Bvlgari's unique identity as a master jeweller-watchmaker and lend a rich new expression to the distinctive design codes of the brand.



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2016

In 2016, **Serpenti Incantati** is launched, giving a whole new life to the snake symbol. It coils around the wrist and wraps around the case of the watch in a way that completely reinvents this ancient symbol of wisdom and power.



2014

In 2014, the **Serpenti Spiga** collection is introduced. Rooted in Bvlgari's illustrious heritage, and first brought to life in Bvlgari jewels in the 1990s, the Spiga pattern now takes shape in a new collection of Serpenti watches. The unique shape is inspired by a stalk of wheat, a symbol of fertility and prosperity that has captivated throughout mythology and antiquity, and a theme that was often linked to marriage in ancient Rome and Greece.



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2016

In 2016, new High Jewellery creations debut and enrich the **Serpenti "secret watches"** assortment. Adorned with a prominent cabochon-cut stone set atop the serpent's head, Serpenti Misteriosi is the first cuff-bracelet watch created by Bvlgari.



2017

In 2017, the iconic Serpenti watch adopts a double wraparound strap made from richly coloured exotic leathers to launch the new **Twist your Time** collection.



2017-2019

From 2017 to 2019, the saga of **Serpenti "secret watches"** continues, with spectacular creations and daring new designs making their debut year after year.



SERPENTI MISTERIOSI

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SERPENTI MISTERIOSI



SERPENTI MISTERIOSI
PALLINI



SERPENTI MISTERIOSI
PALLINI



SERPENTI MISTERIOSI
INTRECCIATI



SERPENTI MISTERIOSI
ROMANI



SERPENTI MISTERIOSI
ROMANI

2019

In 2019 Bvlgari introduces
Serpenti Seduttori
"born to be gold" collection,
the latest incarnation of Bvlgari's
most recognizable cult watch,
Serpenti.



SERPENTI SEDUTTORI



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