

BVLGARI



TIME IS A JEWEL

WATCH
WEEK
2022
LVMH

TIME IS A JEWEL

To delicately craft time rather than merely indicate it, to propel it into a dimension where its scope and significance are enhanced by a resolutely artisanal dimension: such is the challenge Bulgari sets itself for each new creation.

The new models marking the beginning of 2022 are all part of this process permeated by excellence and preciousness. **Serpenti**, a powerful icon, is revisiting its multiple faces and welcoming **Piccolissimo**, a true jewel of micro technology featuring one of the smallest existing mechanical movements, to celebrate *alla grande* the 80 years of the first Bulgari's secret watch.

The emblematic **Lvcea** plays with the light rippling across its new pink mother-of-pearl and aventurine dials meticulously sculpted in relief so as to capture it to perfection. Bulgari brings to sparkling life the concept of 'Time is a Jewel' with the arrival of a new **Octo Roma Grande Sonnerie** that powerfully reminds us of the value of each passing moment. And light – or rather transparency – are also the themes of the **Octo Roma Carillon Tourbillon**, a double openworked complication treated in a graphic and very contemporary way. Bulgari is starting the New Year with a bang, and this is just the beginning.



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