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WONDERS

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THE ROMAN JEWELER OF TIME UNVEILS THE NEW
BRAND CAMPAIGN STARRING GLOBAL WATCHES
AMBASSADOR LORENZO VIOTTI

August 29, 2022 - Bulgari is pleased to announce the release of its new 2022 brand campaign for watches, "Unexpected Wonders." The Roman watchmaker's brand global watches ambassador, Lorenzo Viotti, is the protagonist of the campaign shot in the Italian capital and featuring the iconic Octo timepieces.

Chief conductor-designate of the Netherlands Philharmonic Orchestra, Viotti joined the Bulgari family earlier this year, becoming the global face of its men's watch line and perfume collection. Born in Lausanne in 1990 from an Italian family, the French-Swiss conductor perfectly embodies Bulgari's constant search for excellence and its unique balance of passion for the heritage and desire to break new grounds.



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Lorenzo Viotti states, "I am very excited of being part of the Bulgari family and starring in the "Unexpected Wonders" Campaign. Shot in Rome, the city that never stops to amaze and stands as an eternal source of inspiration for Bulgari, it offered me the opportunity to discover more on the brand and its legacy. I do believe in wonder: just the fact to be able to look at Rome's landscape and to feel the power of the history, the genius of mankind, amazed me. Bulgari is a stunning company and brand thanks to its creativity and unconventional approach, but moreover thanks to the values it conveys to the world".

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Inspired by Viotti's ability to modulate the sounds with his hands and face expressions, the "Unexpected Wonders" campaign is an invite to lead and craft our time, writing our own symphony. In the powerful, elegant images, the music conductor sports two of the most iconic timepieces of Bulgari's legendary Octo Finissimo watch line, that redefined the limits of contemporary fine watchmaking offering extra slim pieces exuding a charismatic, timeless and modern attitude.

Jean-Christophe Babin, CEO BVLGARI Group, says: *"For the first time, our Brand Campaign dedicates a full chapter to our Men's Watches. I am extremely proud of it, this shows the relevance of Bulgari as a fine watchmaker. Our Brand Ambassador, Lorenzo Viotti, perfectly embodies the elegance and the maestria of our Maison, fusing an Italian soul with a Swiss rigor. He shares with us the same aesthetic vision of the future, the respect of crafts and art and a way of seeing life with a curious eye. Beauty can be unexpectedly found in all things, even the simplest ones".*

In particular, Bulgari chose to put the focus on Octo Finissimo Automatic in satin-polished steel with the iconic blue dial, as well as on the Octo Finissimo Perpetual Calendar. Introduced last year, this record-breaking watch, that won the most prestigious prize - the Golden Hand at the 2021 Grand Prix d'Horlogerie de Genève, is the slimmest perpetual calendar timepiece on the market, featuring a total thickness of just 5.80 mm for a 40 mm diameter and an automatic BVL 305 caliber of just 2.75 mm thick.

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The images portraying Viotti are part of the “Unexpected Wonders” global campaign, that includes a range of stunning pictures starring international female ambassadors Zendaya, Anne Hathaway, BLACKPINK singer Lalisa aka LISA, Shu Qi, as well as Priyanka Chopra Jonas. The campaign, shot in Rome, invites to fully appreciate the joy of the smallest things, highlighting that the ordinary can be ultimately extraordinary.



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