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UNEXPECTED
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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GENEVA WATCH DAYS 2022



A PLAY ON CONTRASTS

Bulgari invites you to a fascinating play on contrasts for the Geneva Watch Days 2022. Contrasts of colours, shapes, materials, finishes and expertise combine in a vividly natural demonstration of the Italian brand's multiple facets and modes of expression.

Gold is back, as Bulgari abundantly demonstrates through its new creations. For the tenth anniversary of the Octo collection, the *Finissimo* range has been enriched with several rose gold references. The *Octo Finissimo Skeleton 8 Days* perfectly combines design and watchmaking expertise thanks to its new Manufacture movement that plays on the contrast between the material and the transparency of its iconic case. The 'gold standard' also applies to the new *Octo Finissimo Chronograph GMT Automatic* and *Octo Finissimo Automatic* references, the latter also being offered in a yellow gold limited edition that is sure to make an impression. As for the other limited edition in this collection, the *Octo Finissimo Sejima Edition*, designed in collaboration with the Japanese star of world architecture, it sparkles thanks to mirror effects, playing with transparency in a perfect stylistic expression.

Black has survived the ages without losing an ounce of modernity. This year, it is in the spotlight at Bulgari, adorning the iconic *Serpenti Seduttori*, *Serpenti Spiga* and the very urban *Bulgari Bulgari* (known as BB!) in ceramic or steel. The three collections play with the dark hue and reflect the history of a brand conveying the image of mysterious and timeless watchmaking.

As for the *Serpenti Seduttori Tourbillon*, it creates a dazzling effect and inspires in a stunningly modern version. Even more of a boundless creative lab than ever, the watch illustrates the fruitful encounter between Haute Joaillerie and Haute Horlogerie through a contrasting play of diamonds and black spinels beating to the rhythm of a dainty mechanical tourbillon movement. Quintessential glamour!

In short, Bulgari invites you to a festival of contrasts and surprises for Geneva Watch Days 2022.

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OCTO FINISSIMO SKELETON 8 DAYS

OCTO FINISSIMO SKELETON 8 DAYS

The *Octo Finissimo Skeleton 8 Days* is a perfect fusion of design and watchmaking expertise and embodies the quintessence of the Octo spirit. Its sculptural new Manufacture movement plays on contrasts for perfect legibility and is endowed an impressive 8-day power reserve. A new landmark in the *Octo Finissimo* history.

In less than a decade, the *Octo Finissimo* has become an icon of contemporary fine watchmaking. Beyond the impressive series of world records for finesse, it has become a legend thanks to its unique and easily recognisable shape. Inspired by a key motif in the architectural heritage of ancient Rome, the Octo plays notably on the contrast between the octagonal geometry of its case and the round shape of its bezel. Pure and contemporary, it embodies the dual identity of Bulgari watches: Swiss watchmaking rigour and Italian elegance. Signalling the return of gold to the forefront, the new *Octo Finissimo Skeleton 8 Days* is perfectly in line with this tradition.

An additional feat: design and technology are revealed at the very heart of the watch. The watchmakers and designers at Bulgari have worked in perfect harmony to conceive and develop this new hand-wound manufacture movement, the extra-fine calibre BVL 199 SK, which has an exceptional 8-day power reserve. Note the gauge-shaped indicator embracing the curvature of the small seconds counter at 7:30. With its modern and architectural style, responding to the strong geometric lines of the model, this new movement multiplies contrasts: material and transparency; powerful lines and lightness; gold hour-markers on a sand-blasted matte anthracite structure for optimal legibility.

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Faithful to the stylistic signature of the Octo line, drawing the octagon, the geometry of perfection, the satin-finished pink gold case measuring 40 mm in diameter - for a thickness of 5.95 mm - is fitted with a sapphire back and is water-resistant to 30 metres. It unfolds on a brown alligator strap with a pin buckle. *The new Octo Finissimo Skeleton 8 Days* is both the testimony of an exceptional watchmaking expertise and the expression of a sober and refined masculine interpretation. In two words: the quintessential Octo.



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OCTO FINISSIMO SKELETON 8 DAYS

TECHNICAL CHARACTERISTICS



OCTO FINISSIMO SKELETON 8 DAYS – 103667

Movement

Mechanical Manufacture ultra-thin movement with manual winding; Caliber BVL 199 SK with small seconds and power reserve indicator, anthracite PVD skeletonized bridges, 2.50mm thick, 36.60 mm in diameter, 21,600 V/H, 8 days (192 hours) power reserve.

Case, dial and strap

40mm satin-polished rose gold case, transparent case-back, 5.95mm thick; rose gold crown with black ceramic insert; water-resistant to 30m; openworked dial with power reserve indicator and small seconds counter, BVLGARI eight days logo, gold-colored hands, and applied indexes. Dark brown alligator strap with pin buckle.

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SERPENTI SEDUTTORI TOURBILLON

SERPENTI SEDUTTORI TOURBILLON

The *Serpenti Seduttori Tourbillon* dazzles and inspires in a stunningly modern version. Even more of a boundless creative lab than ever, the watch illustrates the fruitful encounter between Haute Joaillerie and Haute Horlogerie through a contrasting play of diamonds and black spinels beating to the rhythm of a dainty mechanical tourbillon movement. Bulgari, which has always excelled in the art of precious jewel watches, treats its Serpenti icon to a contemporary black-tie look. Quintessential glamour!

Its undulating body and venomous sensuality have contributed to the legend. Snakes have inspired Bulgari since the 1940s. All it takes is a simple teardrop-shaped watch case and a bracelet that wraps around the wrist one or more times to evoke the spirit of Serpenti. The collection is constantly undergoing new transformations. A single or double tour, a new material, precious stones, a unique calibre. It systematically provokes the same effect: surprise, sensuality, mystery and femininity.

Bulgari continues to perpetuate this daring destiny with a stunning creation: the *Serpenti Seduttori Tourbillon*, a watch featuring maximum visual impact. Spinel and diamonds reign supreme, distilling touches of contrast between light and shade. Its 34 mm white gold case is entirely set with diamonds, while its bezel sparkles with black spinels. A pure delight. Its curved, supple, extremely comfortable bracelet pays tribute to Bulgari's unique expertise in this area and invokes the entire mythology of the serpent. Witness the entrancing allure of this creation with its mesh pattern sometimes paved with diamonds and sometimes with black spinels. This is exceptional Haute Joaillerie embodying a bold determination to combine the mad rush of time with the immortal nature of precious stones.

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Bulgari and ultra-thinness have an unparalleled history of records punctuated by the Octo Finissimo Ultra and its 1.8 mm thickness. A dizzying figure that also explains the 3.65 mm thickness of the BVL 150 manual winding movement powering the *Serpenti Seduttori Tourbillon*: a tailor-made miniature calibre that had to be designed to the nearest millimetre in order to be housed in the iconic snake-head case. While the excellence of its realisation is not to be outdone, the view of the tourbillon is simply breathtaking. The beauty of the complication can be seen at 6 o'clock, blending perfectly with the precious nature of the setting. From the great art of watchmaking to the smallest jewellery detail, this timepiece is thus an anthem to ancestral craftsmanship. It celebrates the hand of the artisan, enthraling the gaze through a game of light effects or *mise en abyme*. The beautiful mechanics and the alternating gems serve as infinite accelerators of creativity and endless sources of emotion.



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SERPENTI SEDUTTORI TOURBILLON

TECHNICAL CHARACTERISTICS



SERPENTI SEDUTTORI TOURBILLON WHITE GOLD, DIAMONDS AND BLACK SPINEL – 103465

Movement

Mechanical manufacture movement with manual winding, Caliber BVL150, tourbillon, hours and minutes indications, 40-hour power-reserve, 21'600 Vph (3Hz), 23 jewels. Movement dimensions: 22mm x 18mm; thickness: 3.65mm.

Case, dial and bracelet

34 mm white gold case, with brilliant-cut diamonds pavé; white gold crown set with a cabochon-cut black spinel. Case thickness: 9.40mm. Water-resistant up to 30m. Brilliant-cut diamonds pavé dial (~0.5 ct). White gold bracelet full set with baguette-cut black spinels and brilliant-cut diamonds. Folding buckle. Diamonds ~5 cts in total, black spinel ~7 cts in total.

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BLACK FOR TIMELESS MYSTERY

BLACK FOR TIMELESS MYSTERY

Can one speak of elegance and sensuality without mentioning black? It is a colour that has made its way through the ages without losing an ounce of modernity. It expresses everything and hints at everything. At Bulgari, black blends in with the materials: this shade adorns the iconic Serpenti Seduttori, Serpenti Spiga and the very urban Bulgari Bulgari in ceramic or steel by means of a DLC treatment. The three collections play with the dark shade and refer to the history of a brand that bears within it the image of mysterious and timeless watchmaking.

Serpenti Seduttori

"Serpenti, or "snake" in Italian, is an infinite source of inspiration for Bulgari. A symbol of strength, vital energy and renewal, the Roman jeweller's cult reptile coils around the wrists of the most elegant women. In 2019, Bulgari has reimagined one of its legends in a slimmer and equally sensual case, sporting a bracelet with hexagonal scales. The *Serpenti* has thus been transformed into the *Serpenti Seduttori*.

The model now appears attired in black, the 'non-colour' that is at once historical and futuristic. Its case features the distinctive teardrop-shaped watch head, while its supple, second skin-like bracelet gently hugs the wrist. Bulgari is offering not one but two precious versions of this refined model with a dial that passes through shadows to arrive at nuances revealing flashes of brilliance. The two references convey a strong message, a glamour manifesto in a 33 mm steel case featuring a DLC treatment with powerfully complimentary black textures. Its rose gold bezel makes a perfect match with the dark side of the timepiece, available in either a classic edition or in a flamboyant iteration set with 38 round brilliant-cut diamonds (0.38ct). Both treasures house a quartz movement and are fitted with a dainty and ingenious folding clasp.

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SERPENTI SEDUTTORI

TECHNICAL CHARACTERISTICS



SERPENTI SEDUTTORI – 103706

33 mm steel case with black DLC treatment, rose gold bezel set with 38 brilliant cut diamonds (~ 0.38 ct), rose gold crown set with cabochon-cut black ceramic. Black lacquered dial. Steel bracelet with black DLC treatment and folding buckle. Quartz movement driving hours and minutes indications. Water-resistant to 30 m.

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SERPENTI SEDUTTORI

TECHNICAL CHARACTERISTICS



SERPENTI SEDUTTORI – 103704

33 mm steel case with black DLC treatment, rose gold bezel, rose gold crown set with cabochon-cut black ceramic. Black lacquered dial. Steel bracelet with black DLC treatment and folding buckle. Quartz movement driving hours and minutes indications. Water-resistant to 30 m.

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SERPENTI SPIGA CERAMIC

SERPENTI SPIGA CERAMIC

Serpenti Spiga is another black watch that can be interpreted on many levels and uses material to bring added value. There is nothing straightforward about this unique creation that became part of Bulgari's illustrious heritage in 2014. How can one describe this piece whose design is inspired by an ear of wheat, whose bracelet wraps twice around the wrist, this veritable vestal reminiscent of goddesses from Greek mythology and radiating wildly modern charisma? It is indeed an icon in the true sense of the term. Its 35 mm case, bezel and bracelet are clothed in two materials dear to Bulgari: ceramic and gold, both of which have been used for 40 years in jewellery, notably on the legendary b.01 ring. Bulgari's innovative and creative DNA is reflected in the way the material is fashioned. The Tubogas technique based on particularly demanding metal craftsmanship is applied to the links of the black ceramic bracelet set with 152 diamonds (totalling 1 ct), raising this timepiece – issued in a 340-piece limited edition – to a unique level of excellence. The art of gemsetting is also expressed on the rose gold bezel lit up by 38 diamonds (0.29 ct), creating a truly magical effect. Austere black takes on a fascinating sheen when confronted with the glow of gold.



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SERPENTI SPIGA CERAMIC

TECHNICAL CHARACTERISTICS



SERPENTI SPIGA CERAMIC – 103199

35 mm black ceramic case. Rose gold bezel set with 38 diamonds (~ 0.29 ct). Black dial with rose-gold plated hands. Rose gold crown set with cabochon-cut black ceramic. Double-spiral black ceramic bracelet partially set with rose gold and 152 diamonds (~1 ct). Quartz movement driving hours and minutes indications.

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The last legend completing this saga on the theme of black and known by its BB initials is the BVLGARI BVLGARI. This creation, that has found its way through more than four decades with its round, simple and contemporary shape, is offered here in two versions: a 33 mm case with a quartz movement and a 41 mm case beating to the rhythm of a mechanical self-winding movement, BVL Calibre 191. Entirely in tune with the times, both references use black as a revealing agent that absorbs light, enhances volumes, exalts lines and reveals materials. These BBs naturally appeal to the younger generation, who are delighted by the complementary nature of this pair of timepieces featuring a new lacquered dial, steel bezel and black bracelet alternating between matt and polished surfaces like a graphic painting. This is a luxury icon through the understated poetry of its subtle shades, offering vivid proof that black is the new white page for Bulgari.



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BVLGARI BVLGARI

TECHNICAL CHARACTERISTICS



BVLGARI BVLGARI – 103540

41 mm steel case with black DLC treatment featuring a steel crown set with a black ceramic decoration, steel bezel engraved with the double logo, steel bracelet with black DLC treatment and folding clasp; black lacquered dial with hand-applied indexes; self-winding manufacture BVL191 calibre driving hours, minutes, seconds, and date indications.

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BVLGARI BVLGARI

TECHNICAL CHARACTERISTICS



BVLGARI BVLGARI – 103557

33 mm steel case with black DLC treatment featuring a steel crown set with a black ceramic cabochon, steel bezel engraved with the double logo, steel bracelet with black DLC treatment black and folding clasp; black lacquered dial hand-applied indexes; quartz movement driving hours and minutes indications.

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OCTO FINISSIMO GOLD

OCTO FINISSIMO GOLD

Gold is back! To celebrate the 10th anniversary of the Octo collection, Bulgari is expanding its *Octo Finissimo* range with new variations in precious metal: the *Octo Finissimo Chronograph GMT* model in pink gold and the *Octo Finissimo Automatic* in pink or yellow gold. A brighter than ever new chapter in the saga of the *Octo Finissimo*!

Octo Finissimo is the collection that has set every conceivable record for slimness, understatement and purity. Launched in 2014, it was born to push limits, explore ultra-miniaturisation and reach the heights of the watchmaking art. Its technical prowess, identifiable shape and sleek design have rapidly propelled it to the rank of watchmaking icon. It embodies a modern and understated masculine interpretation that embodies Bulgari's dual identity: Swiss watchmaking excellence and inimitable Italian style.

The saga of the eight world records set by the collection is absolutely unique in the history of watchmaking, covering chronometric, acoustic and astronomical complications: *Octo Finissimo Tourbillon with Manual Winding* (2014, BVL Calibre 268, 1.95 mm), *Octo Finissimo Minute Repeater* (2016, BVL 362, 3.12 mm), *Octo Finissimo Automatic* (2017, BVL Calibre 138, 2.23 mm), *Octo Finissimo Tourbillon Automatic* (2018, BVL Calibre 288, 1.95 mm), *Octo Finissimo Chronograph GMT Automatic* (2019, BVL Calibre 318, 3.30 mm), *Octo Finissimo Tourbillon Chronograph Skeleton Automatic* (2020, BVL 388, 3.50 mm), *Octo Finissimo Perpetual Calendar* (2021, BVL 305, 2.75 mm) and finally *Octo Finissimo Ultra* (2022, BVL 180, 1.80 mm).

This year, celebrating both the 10th anniversary of the Octo collection and the big comeback of gold *Octo Finissimo* – the ambassador of Italian elegance – presents new models crafted in rose and yellow versions of the precious metal.

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Octo Finissimo Chronograph GMT Automatic

What more elegant combination than a satin-brushed rose gold case and a subtle brown-lacquered dial? This perfect alchemy is a precious reinterpretation of the remarkable automatic GMT chronograph launched in 2019, a world thinness record at just 3.3 mm thick. Representing the easily identifiable signature of the Octo Finissimo collection, the ultra-thin 43 mm-diameter octagonal case in satin-brushed rose gold is water-resistant to 100 metres. It is fitted with a brown alligator leather strap secured by a folding clasp. Controlled by pushers on either side of the case, the chronograph and GMT functions are driven by BVL Calibre 318, an integrated automatic Manufacture movement. Naturally sophisticated and subtly ostentatious, this GMT chronograph with its ultra-thin rose gold case remains to this day the slimmest mechanical chronograph ever made.



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OCTO FINISSIMO CHRONOGRAPH GMT AUTOMATIC

TECHNICAL CHARACTERISTICS



OCTO FINISSIMO CHRONOGRAPH GMT AUTOMATIC – 103468

Movement

Mechanical in-house chronograph and GMT movement with automatic winding (peripheral oscillating weight) and small seconds - BVL 318 caliber (3.30mm thick). 55-hour power reserve; local time zone adjusted via the pushbutton at 9 o'clock.

Case, dial and strap

43 mm satin-polished rose gold case (8.75 mm thick) with transparent case back; rose gold crown set with black ceramic insert; brown lacquered dial with sunray finishing, rose gold applied indexes with Super-LumiNova®; hands filled with Super-LumiNova®, water-resistant to 100 meters. Brown alligator strap with rose gold pin buckle.

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Octo Finissimo Automatic

Purity and restraint are consistent signature features of the Octo Finissimo collection. Now available in gold, the new version of the Octo Finissimo Automatic is a distillation of these two qualities. Whether in rose or yellow gold, the play on contrasts between these gleaming shades and the brown-lacquered dial gives these models a powerful personality. Another contrast seen for the first time in this collection lies in the alternating matt and polished effects on the case and bracelet, heralding a brilliant chapter in the saga of the Finissimo line.

These models beat to the rhythm of the optimised self-winding Manufacture movement, BVL Calibre 138. With its 208 components and 31 jewels, the new version retains its record slimness of 2.23 mm, it also features a new automatic winding system, the introduction of a closed barrel and a new structure for the escapement and balance.

While the rose gold model is part of the regular collection, the yellow gold version, reserved for the American market, is offered in a 50-piece limited edition to celebrate the 50th anniversary of the first Bulgari boutique in the United States.



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OCTO FINISSIMO AUTOMATIC

TECHNICAL CHARACTERISTICS



OCTO FINISSIMO AUTOMATIC – 103637

Movement

Mechanical Manufacture ultra-thin movement with automatic winding via a platinum micro-rotor; Caliber BVL 138 with small seconds, 2.23mm thick, 36.60 mm in diameter, 21,600 V/H, 60h power reserve.

Case, dial and strap

40mm satin-polished 18kt rose gold case, transparent case-back, 6.40mm thick; 18 kt rose gold crown with black ceramic insert; water-resistant to 100m; brown lacquered dial with sunray finishing, gold-colored hands and indexes. Satin-polished 18 kt rose gold bracelet with 3-blade folding buckle.

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OCTO FINISSIMO AUTOMATIC

TECHNICAL CHARACTERISTICS



OCTO FINISSIMO AUTOMATIC LIMITED EDITION – 103717

Movement

Mechanical Manufacture ultra-thin movement with automatic winding via a platinum micro-rotor; Caliber BVL 138 with small seconds, 2.23mm thick, 36.60 mm in diameter, 21,600 V/H, 60h power reserve.

Case, dial and strap

40mm satin-polished 18kt yellow gold case, transparent case-back, 6.40mm thick; 18 kt yellow gold crown with black ceramic insert; water-resistant to 100m; brown lacquered dial with sunray finishing, gold-colored hands and indexes. Satin-polished 18 kt yellow gold bracelet with 3-blade folding buckle.

Limited edition of 50 pieces available exclusively in the United States

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OCTO FINISSIMO SEJIMA EDITION

OCTO FINISSIMO SEJIMA EDITION

Japanese architect Kazuyo Sejima has designed this impressive *Octo Finissimo Sejima Edition*. This 360-piece limited edition is characterised by a mirror effect and a play on transparency.

The *Octo Finissimo Sejima Edition* stems from exceptional collaboration between Bulgari and the Japanese architect Kazuyo Sejima. The architect, winner of the 2010 Pritzker Prize – the highest distinction in this field – and of the Golden Lion at the Venice Architecture Biennale in 2004, delivers her own vision of the *Octo Finissimo*.

Working on the contrast between material and transparency, the visible and the invisible, she designed this *Octo Finissimo Sejima Edition* to reflect the aesthetic codes running through her work. The model is distinguished by a powerful mirror effect on the sapphire crystal dial, enriched by a dot pattern also designed by the Japanese architect and further enhanced by the fully polished steel case and bracelet. Sejima's signature is inscribed on the sapphire crystal caseback revealing the self-winding Manufacture movement, BVL Calibre 138. The *Octo Finissimo Sejima Edition* is a 360-piece limited edition delivered in a special presentation steel box reproducing the model's characteristic mirror effect.



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OCTO FINISSIMO SEJIMA EDITION

TECHNICAL CHARACTERISTICS



OCTO FINISSIMO AUTOMATIC SEJIMA EDITION – 103710

Movement

Mechanical Manufacture ultra-thin movement with automatic winding via a platinum micro-rotor; Caliber BVL 138 with small seconds, 2.23mm thick, 36.60 mm in diameter, 21,600 V/H, 60h power reserve.

Case, dial and strap

40mm polished steel case, transparent case-back with Sejima signature, 6.40mm thick; steel crown with black ceramic insert; water-resistant to 100m; polished dial with mirror-effect, rhodium-plated hands, sapphire crystal with metallized dots. Polished steel bracelet with 3-blade folding buckle.

Limited edition of 360 pieces. Special packaging in steel with a mirror effect.

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BVLGARI ALUMINIUM

BVLGARI ALUMINIUM

EDGY, TRENDY, URBAN... THE UNCONVENTIONAL SPIRIT
OF AN ICONIC AND CONTEMPORARY DESIGN

Discovery! Adventure! The Unexpected!

In 2022, Bulgari Aluminium is a saga told in three major chapters, aimed at men who love the rush of adrenaline, real thrills, but also travel, art and design.

Bulgari merges modern materials with a striking, dynamic aesthetic for a resolutely sleek sport chic watch in three models, as limited editions of 1,000 pieces each, that connect with three distinct universes:

*The **Bulgari Aluminium Chronograph Ducati** epitomises speed; the **Bulgari Aluminium GMT Amerigo Vespucci** evokes travel and exploration; the **Bulgari Aluminium Sorayama** elevates the aeronautical universe of the 1930s.*

*The Italian spirit of the watch doesn't give in to any fad or style!
Its iconic and timeless design celebrates the beauty of form combined with a touch of unexpected audacity.*

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Let's rewind to the 1990s: Already, Bulgari was pushing the boundaries of traditional watchmaking and venturing into unknown creative territory with its unconventional approach to Swiss mechanical watchmaking. Then, in 1998, came the Bulgari Aluminium. It immediately asserted itself as the urban watch par excellence: the perfect merger between sport chic and Italian elegance, luxury and audacity.

Since 2020, the Bulgari Aluminium has been equipped with a self-winding mechanical movement, brilliantly matching a sensibility for design with technical sophistication. If the Bulgari Aluminium's main hallmarks have always been the aluminium-rubber pairing that concretises its pure aesthetic and the bold black and white graphics that define its sport chicness, the aluminium case and titanium case back with DLC coating, together with the rubber strap with aluminium links and pin buckle, follow through on the original design cues.

In 2022, Bulgari launches a saga of three special editions on the theme of travel and adventure, combining sportiness, comfort and elegance in a contemporary watch with a style all its own. Creative! Singular! Daring! The famous Italian motorbike manufacturer Ducati, the fabled Italian training vessel Amerigo Vespucci, and the legendary Japanese artist Sorayama – all three true icons in their own universe, they joined with Bulgari to each open a new chapter with a unique special edition. Three symbolic collaborations to create exclusive limited editions, in keeping with the tradition of the Roman Maison. Three different worlds that reflect the Bulgari Aluminium attitude: chic and dynamic, precise, elegant, versatile...

Antoine Pin, Director of the Bulgari Watch Division, comments: *"For us, every day is about nurturing a comprehensive vision for Bulgari watchmaking, keeping it desirable with products that are exceptional, but also inviting with products that are accessible. The Bulgari Aluminium saga is not just an inspiration, it is the unfolding story of a true icon of sport chic. We step into and evolve in worlds different from our own, but definitely sharing the same unshakeable values of 'Italianità', style and creativity. Colours, aesthetics, functions, the watch is so versatile that it allows us to explore a multitude of variations, each with a strong singular identity and firmly anchored in the universe that we create together with our partners".*

The design of each of the three Bulgari Aluminium models becomes unique with the colours, style and specific functions that express the distinctive DNA of each partner.

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The **Bulgari Aluminium Chronograph Ducati** thus interprets the sporty visual elements that define the Italian motorbike manufacturer, the red dial and a chronograph function – cues for high performance and the adrenaline rush only speed can give – that recall the cockpit of the Italian firm's ultra-sleek racing machines.



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The **Bulgari Aluminium Amerigo Vespucci** then pays tribute to the magnificent and majestic Italian sailing vessel named after the famous Florentine mariner and explorer. The watch does not just echo the ship's emblematic colours with a black, white and yellow gold dial, but also its legendary purpose and the idea of travel with a second time zone indication. The GMT complication, a must for those who love to discover the world, captures the very essence of a taste for adventure.



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Finally, the **Bulgari Aluminium Sorayama Special Edition** resonates with a more urban, vibrant and sensual vibe. Hours, minutes, seconds in the centre and a date window: the art of watchmaking, distilled into its purest expression. With sober galvanised textures and details that conjure up the canonical beauty of the flying and driving machines of the 1930s and 1940s, the silver dial and its pearlescent reflections evoke dazzling car bodies and airframes. The hour markers and hands treated with Super-LumiNova® ensure both optimum legibility and absolute legitimacy.



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BVLGARI ALUMINIUM SORAYAMA
SPECIAL EDITION

BVLGARI ALUMINIUM SORAYAMA SPECIAL EDITION

TIMELESS EXUBERANCE

The legendary Japanese artist Sorayama blurs lines to inaugurate a gleaming, sensual, all-conquering ideal. Bulgari captures this radical yet poetic and charming aspiration in a new model that plays with the gleam of aluminium.

The **Bulgari Aluminium Sorayama Special Edition** watch is a composition reflecting the imagination and flair for details of the Japanese hyper-realism artist. Mirroring both past and future, Sorayama's work reflects a fascination with the classicism of the 1930s and 1940s, as well as the exciting mechanical advances in the fields of aviation and automobiles.

Enduring value

The watch opts for the restrained look of galvanised textures and details recalling the aesthetics of 1930s and 1940s cars and planes. On the silver-toned dial with its shimmering pearlescent swirls evoking the light playing across gleaming bodywork, the propeller-shaped hour-markers and hands are enhanced with Super-LumiNova®. The only numeral visible is the 2, thereby honouring the artist's lucky number and representing more than a nod and instead a deliberate reference. This limited-edition model with its aluminium case and rubber bezel has a diameter of 40 mm and is water-resistant to a depth of 100 metres. The crown is made of reinforced black titanium. The same goes for the caseback bearing Sorayama's signature in deep black. The iconic rubber strap picks up the metallic accents of aluminium on its links and pin buckle. Beating inside the case is a mechanical self-winding movement with a 42-hour power reserve.

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Sorayama plays with metal in a vibrant and sensual way. From aeroplanes to pin-ups, his quest for an aesthetic delves into the fantasy world of the 30s and 40s, while embedding it in the here and now. As the artist explains: *"When I was asked to be part of this collaboration, I developed three main design elements. The first consists of circular pattern swirls on a dial inspired by the surface of Spirit of St. Louis which made the first nonstop solo flight across the Atlantic Ocean. The second was to put an actual number 2 at 2 o'clock only, because two is my lucky number: I was born on 22 February in the 22nd year of the Japanese Shōwa era. The third is my SORAYAMA logo. I entrusted Fabrizio Buonamassa Stigliani, who has always professed to love my work, with the mechanical side of things. It is my wish that those who see the watch will experience the same joy as me in the beauty of its metal finishes and the curves that are prominent in its design."*



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Italian radiance

Within the space of two generations, Bulgari Aluminium has imposed its unconventional approach: a vision born in 1998 involving an alliance of aluminium and rubber that gives shape to a pure design based on black & white graphics and defined by its sporty-chic nature. Since 2020, the case had been fitted with a mechanical self-winding movement. Bulgari thereby orchestrates an encounter between excellence and brilliance for a model that is resolutely in tune with its time. The Italian spirit of the watch does not succumb to fashion or nostalgia, but instead celebrates the timeless beauty of form.

Mirroring both past and present, the **Bulgari Aluminium Special Edition Sorayama** is at once classy and iconoclastic. Its dial epitomising the heritage of the golden age of aviation and the automobile bears the promise of new ideals to conquer.

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BVLGARI ALUMINIUM SORAYAMA SPECIAL EDITION

TECHNICAL CHARACTERISTICS



BVLGARI ALUMINIUM SORAYAMA SPECIAL EDITION – 103703

Movement

Mechanical self-winding movement, hours, minutes, seconds and date, BVL 192 calibre, 42-hour power reserve, frequency 28,800 vph (4 Hz).

Case and dial

40 mm aluminium case, titanium caseback with DLC coating and engraved Sorayama logo; rubber bezel; titanium crown with DLC coating; dial decorated with laser engraving, hour-markers and hours and minutes hands filled with Super-LumiNova®; date window at 3 o'clock. Water-resistant to 100m.

Strap

Rubber strap with aluminium links, aluminium pin buckle.

Sorayama special 1,000-piece limited edition. Dedicated aluminium and rubber case bearing the SORAYAMA and BVLGARI logos.

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