

BVLGARI

ROMA 1884



FENDER x BVLGARI

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INTRODUCING THE BVLGARI ALUMINIUM GMT X FENDER® LIMITED EDITION WATCH AND FENDER® CUSTOM SHOP LIMITED EDITION BVLGARI STRATOCASTER®

Modern-day world traveller meets timeless music legend.

The BVLGARI Aluminium GMT riffs with the Stratocaster, the iconic guitar created by Fender in 1954. All 1200 pieces of the BVLGARI Aluminium GMT x Fender® Limited Edition echo the original Stratocaster® guitars livery with a sunburst finish and creamy white hue.

At the end of August, 140 exclusive anniversary sets will be available, as will 70 custom guitars handcrafted by the esteemed builders at the Fender® Custom Shop – both are set to thrill collectors worldwide.

Born in 1998, the BVLGARI Aluminium has made its mark in the realm of luxury sports watches, revolutionizing the canon. Bold by design, with the distinctive BVLGARI BVLGARI double logo on the bezel, it was just as daring with the choice of materials: aluminium and rubber. Graphic style and Italian flair come together in defining its intense, sporty-chic character, and generation-transcending coolness. The GMT version, reimagined in this limited edition through the lens of the iconic Fender® Stratocaster®, invites you to experience the emotion of travel.

A different realm, yet that same pioneering spirit and knack for capturing the zeitgeist. *"Artists are angels, and our job is to give them wings to fly"* – with the Stratocaster®, Leo Fender's motto truly comes alive. The powerful name evokes a legendary guitar that has shaped music history over seven decades, celebrated for its superb comfort and warm, crystalline sounds.

Each Anniversary Stratocaster®, crafted in collaboration with Bvlgari, is made to order by the Fender® Custom Shop. The master luthiers in this legendary workshop create bespoke instruments for the most discerning musicians. From material selection to handcrafted fabrication, finishing, and fine-tuning, their unique expertise requires a degree of skill and extreme attention to detail akin to the art of watchmaking. Designed to last generations, these extraordinary guitars forge a strong bond among enthusiasts, building a community across time and borders.

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**BVLGARI ALUMINIUM GMT X FENDER® LIMITED EDITION:
A TRIBUTE TO CRAFTSMANSHIP AND EMOTION**

Bvlgari, a Swiss watchmaker with a deeply Roman soul, expresses the essence of Italian style through exceptional timepieces. Fender Musical Instruments Corporation (FMIC), the world's leading guitar manufacturer, takes the art of customisation to the highest level through the craftsmanship and innovation of the Fender Custom Shop. These two iconic Maisons have naturally united around their passion for creating unique objects, with meticulous skill and precision, and their shared ability to inspire and connect through extraordinary instruments passed down through generations. Bvlgari and Fender Custom Shop celebrate BVLGARI Aluminium and the Stratocaster, two timeless design icons that have become cultural symbols, in homage to the 70th anniversary of the legendary Stratocaster.

"As enthusiasts of both horology and music, we naturally joined up with Fender for a collaboration that transcends aesthetics; it's a celebration of heritage, design and innovation" says Jean-Christophe Babin, CEO of Bvlgari. "This collaboration is the fusion of two iconic legacies. The BVLGARI Aluminium GMT x Fender® Limited Edition watch is a precision instrument, close to a finely tuned guitar. It features advanced GMT functionality for tracking time across time zones, reflecting the dynamic lifestyle of musicians and travelers alike. Housed in our iconic aluminum and titanium case, this limited edition symbolizes a harmonious journey through time and sound."



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In tribute to the legendary Stratocaster, the BVLGARI Aluminium GMT takes the stage in the original colors of this iconic guitar. The sunburst finish – a nod to one of Fender's signature lacquered looks – and the same creamy white hue bring this limited-edition of 1200 watches to life. The brown rubber bezel, the second time zone – dark brown for nighttime and creamy white for daytime hours – and the rhodium-plated and polished indices and hands, reminiscent of guitar frets, attune the BVLGARI Aluminium GMT to with the legendary Stratocaster. Backstage, the Swiss mechanical calibre keeps time across the world. Bvlgari also redesigned the model's Velcro strap, for a perfect fit even during the most intense riffs. The 'Fender®' inscription on the DLC-coated titanium case back underscores the incredible power of music to unite and resonate, day and night, across the globe.



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EXCLUSIVE WATCH AND GUITAR

To mark this 70th anniversary, Bvlgari has created a special BVLGARI Aluminium GMT x Fender® Limited Edition, and Fender® Custom Shop has crafted a limited series of just 70 Fender® Custom Shop Limited Edition Bvlgari Stratocaster® guitars – exceptional creations intended especially for their historic collector communities.

"The Fender® Stratocaster® has been at the forefront of musical progress and sonic exploration for the last 70 years, and to celebrate its anniversary, we wanted to partner with a brand with a similarly rich history in its respective field," said Justin Norvell, EVP of Product, FMIC. "With that in mind, we couldn't be prouder to unveil this collaboration with BVLGARI. The resulting Stratocaster® and watch are stunning, and we're sure fans of both brands will be very excited by the prospect of adding them to their collections."

On August 30th, 2024, Bvlgari will launch the limited series BVLGARI Aluminium GMT x Fender® Limited Edition with 140 sets (70 for each of the two time zones on the BVLGARI Aluminium GMT). These will comprise the limited edition BVLGARI Aluminium GMT watch, its bespoke case whose design was inspired by iconic guitar cases, and a book tracing the 70-year history of the Stratocaster®.

Fender will produce 70 custom Stratocaster® guitars upon request at its Fender® Custom Shop in Corona, California. Each one of these unique guitars, handcrafted by the most skilled builders, will showcase the exceptional art of guitar craftsmanship.

The Limited Edition Bvlgari Stratocaster® artfully embraces the inventive yet nostalgic design approach showcased on the limited-run Bvlgari Aluminium GMT x Fender® Watch.



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ABOUT FENDER MUSICAL INSTRUMENTS CORPORATION:

Since 1946, Fender has revolutionized music and culture as one of the world's leading musical instrument manufacturers, marketers and distributors. Fender Musical Instruments Corporation (FMIC) whose portfolio of owned and licensed brands includes Fender®, Squier®, Gretsch® guitars, Jackson®, EVH®, Charvel® and Bigsby® follows a player-centric approach to crafting the highest quality instruments and digital experiences across genres. Since 2015, Fender's digital arm has introduced a new eco-system of products and interactive experiences to accompany players at every stage of their musical journey. This includes innovative apps and learning platforms designed to complement Fender guitars, amplifiers, effects pedals, accessories and pro audio gear and inspire players through an immersive musical experience. FMIC is dedicated to unlocking the power of musical expression for all players, from beginners to history making legends. In 2021, Fender celebrates 75 years of giving artists "wings to fly," carrying on the vision of its founder, Leo Fender, and connecting players through a shared love of music.

ABOUT FENDER CUSTOM SHOP:

Since 1987, the Fender Custom Shop and its esteemed builders have astounded players and collectors worldwide with marvels of creativity, ingenuity and artistry. From its humble Southern California beginnings, the Fender Custom Shop has grown to become the world's preeminent maker of highly collectible, custom instruments operating in Corona, Calif. Known as the "Dream Factory," the Fender Custom Shop is also home to an honored group known as the Master Builders – some of the most-skilled luthiers in the world – who craft Fender's legendary instruments and push the boundaries of possibility. The distinguished Master Builders make dream guitars a reality for players – from Eric Clapton, Jeff Beck, H.E.R. and Jimmy Page to collectors, working professionals and guitar enthusiasts. As the epicenter of innovation at Fender and the pinnacle of the brand, ideas and production techniques devised in the Fender Custom Shop for both Masterbuilt and Teambuilt guitars go on to inspire and influence Fender's other production line models.

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TECHNICAL CHARACTERISTICS



BVLGARI ALUMINIUM GMT X FENDER® LIMITED EDITION. 104117

Movement

Mechanical movement with automatic winding, hours, minutes, seconds, date, GMT. B192 caliber. Power reserve: 42 hours.

Case, Dial and Bracelet

40 mm aluminium case with DLC - coated titanium back case and brown rubber bezel. Water resistance: 10 ATM

Shaded dial from light to dark brown, brown and cream GMT inner dial. Rhodium plated stickers indexes. Rhodium plated hands with Super-LumiNovaTM. 24-hour hand filled with Super-LumiNovaTM. Date opening at 3 o'clock. Dark brown articulated rubber bracelet with aluminium links and Velcro strap.

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