

BVLGARI

ROMA 1884



THE SOUND OF BVLGARI

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THE SOUND OF BVLGARI

Precious and unique, moments intertwine like notes in the grand symphony of time. With this understanding, Bvlgari composes horological jewels and exceptional watches from gears and gems. Guided by its extraordinary mastery of mechanical and jewellery craftsmanship, the Maison fuses the best of Swiss watchmaking expertise and Italian aesthetics. From the rare skill of its artisans and master watchmakers emerge bold creations with timeless elegance. Virtuoso in its approach, the manufacture with a deeply Roman soul pushes the boundaries of its art beyond the imaginable.

At the heart of the Sound of Bvlgari, Octo Roma, Octo Finissimo, Bvlgari Aluminium, and Serpenti Pallini, develop their individual, iconic nuances like musical phrases.

Deliberate and disruptive, the chime of the **Octo Roma Grande Sonnerie** touches the soul. The most complex watch ever created by Bvlgari, it features the queen of complications in watchmaking, the minute repeater: here, four hammers mark time with a tune composed by conductor Lorenzo Viotti. This horological marvel, equipped with an innovative openworked metal dial, reinvents the melody of gongs by adding the 'tritone,' a characteristic interval of classical music.

The crystalline clarity and generous richness of the notes emanating from the **Octo Roma Carillon Tourbillon** stem from two extremely complex mechanisms, visible as a dual ballet on the dial side: the tourbillon and the minute repeater with three hammers, rendering the time at will.

A feat of absolute finesse and harmony in music and engineering, the **Octo Finissimo Minute Repeater Carbon** combines the inimitable Octo Finissimo design with an extraordinarily complex minute repeater calibre that chimes the hours, quarters, and minutes on demand.

The **Bvlgari Aluminium GMT x Fender® Limited Edition**, like a vibrant anthem transcending time and time zones, is a testament to the universal power of music. As part of an exceptional collaboration between Bvlgari and the Fender Custom Shop, the Bvlgari Aluminium and the Stratocaster, two icons in their respective realms, come together to celebrate the 70th anniversary of the legendary electric guitar.

A subtle rustling, a precious vibration of a myriad of gold beads and gems as the **Serpenti Pallini High Jewellery** sensuously nestles itself around the wrist. Sliding into yellow, rose, and white gold under a canopy of diamonds, Serpenti Pallini iconic serpent now comes with the Maison's Piccolissimo calibre – a marvel of miniaturization, it allows Bvlgari to revisit the lines and proportions of its iconic serpent creation.

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OCTO CHIMING WATCHES

OCTO CHIMING WATCHES

ORCHESTRAL HOROLOGY

A duo, a trio, and a quartet – Bvlgari composes a horological symphony, adding harmonic complexity to its comprehensive range of chiming timepieces. Whether they chime on two, three, or four gongs, repeat the minutes, or automatically ring the hours, the new Octo Roma watches play tritone intervals, created by Bvlgari in collaboration with the Italian-Swiss conductor Lorenzo Viotti.

The Octo Roma Grande Sonnerie Tourbillon and Octo Roma Carillon Tourbillon reinvent Bvlgari's soundscapes. The musicality of these chiming watches is based on a new musical interval that challenges the canon: the tritone harmonic interval. Applying this unprecedented dissonance in acoustic watches gives them a unique tonal quality. As a brand rooted in Roman culture, in antiquity but also its Baroque period, Bvlgari ventures into a realm that, while not bound by the conventions of musical harmony, forms an integral part of classical music.

Bvlgari's polyphonic mastery shines through in the recital-worthy mechanical ensembles housed in the iconic Octo Roma case, the reference for Bvlgari's grand complications. Complementing the two aforementioned chiming timepieces, Bvlgari reintroduces the Octo Finissimo Minute Repeater in full carbon, a high-tech musical instrument that holds the record as the thinnest chiming watch ever created.



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REPertoire

Bvlgari's expertise in horological acoustics is unmatched. The brand stands alone in consistently producing all three types of chiming wristwatches in series, and its comprehensive repertoire is built on the exceptional skills of expert watchmakers in this rarefied domain. This incredible way to showcase the exceptional creativity of the teams in the realm of sound demonstrates, indeed, the expertise of Bvlgari's technical teams. They have developed an extraordinary expertise in horological acoustics, an expertise that fills the House with immense pride.

With a minute repeater on two tones, a carillon on three, and a grande and petite sonnerie on four tones, the Bvlgari Manufacture in Le Sentier masters the gamut of chiming horological instruments. In grande sonnerie mode, the BVV 800 calibre of the Octo Roma Grande Sonnerie Tourbillon automatically chimes the hours and quarters as they pass and repeats the hour every hour. It can also repeat the hours, quarters, and minutes on demand. As a grande sonnerie, it chimes the quarters with its four gongs and hammers.

The Octo Roma Carillon Tourbillon chimes the hours, quarters, and minutes, striking the quarters on three notes thanks to the modified BVL428 calibre carillon. In 2016, Bvlgari introduced the world's thinnest minute repeater, which chimes on two notes with a record-setting movement thickness of just 3.12 mm. At the end of 2024, Bvlgari will be reissuing these three striking mechanisms, instruments of musical horology, in a recital of chamber music... for the wrist.



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TONALITY

The theme of this new opus is the tritone, an interval with a notorious role in music history, also known as the augmented fourth or the diminished fifth. This creative and disruptive take on the tonal scale is the result of the collaboration between Bvlgari and conductor Lorenzo Viotti. At just 34 years old, this Lausanne native currently leads the Netherlands Philharmonic Orchestra, the Netherlands Chamber Orchestra, and the Dutch National Opera. *"The tritone, often referred to as the 'Devil's Interval,' spans six semitones or three whole tones," explains Lorenzo Viotti. "It divides the octave in half and brings dissonance and tension."*

While everything in the design of the Octo Roma Grande Sonnerie Tourbillon and Octo Roma Carillon Tourbillon is harmonious and composed with careful symmetry, their distinctive soundscape creates an intriguing aural contrast. *"The purpose of this combination of notes is primarily the dissonance, the tension created by the tritone," explains Lorenzo Viotti. "It strongly contrasts with the modern preference for consonant harmonic intervals. In medieval symbolism, certain chords were linked to spiritual concepts. The tritone was considered disturbing, and due to its asymmetry, contrary to the religious canon of reflecting divine harmony – hence the nickname associating it with the devil's workings."*



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DISRUPTIVE HARMONY

The tritone introduces a disruption in the musical phrase, a dramatic tension embraced by countless composers from Gesualdo to John Coltrane, from Stravinsky to Metallica. Fabrizio Buonamassa Stigliani, Bvlgari's Executive Director of Product Creation, reflects, *"Breaking with the classical consensus of horological musicality, Bvlgari invents a new register with the technical and artistic collaboration of a musical prodigy. Even the four notes of its Grande Sonnerie, previously set to the Big Ben chime, eschew the sacrosanct Westminster tones"*. Its quarter-hour chimes are sounded on four unfamiliar, intriguing, and unique notes. As a way of prompting the wearer to pay attention and count the strikes, the dissonant tritone sound creates an alertness that perfectly aligns with the nature of a watch that tells time audibly.

Just as violins and pianos have long transcended their wooden origins to incorporate more technical and radical materials, Bvlgari has taken its chiming watches into new material realms. The Octo Roma Grande Sonnerie Tourbillon is crafted from titanium, the Octo Roma Carillon Tourbillon from rose gold, and the Octo Finissimo Minute Repeater from multi-layered CTP (Carbon Thin Ply), which is both ultra-lightweight and rigid. As Fabrizio Buonamassa Stigliani said, *"the ability to resonate and extract the rich tonal nuances of major and minor chords from these three materials is just one aspect of the versatility that has been achieved"*. Just as Lorenzo Viotti artfully conducts Brahms, Wagner, or Dvořák, Bvlgari masters the interplay of materials, techniques, and emotions into a sound that is now its signature.



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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."

In tribute to the legendary Stratocaster, the BVLGARI Aluminium GMT takes the stage in the original



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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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SERPENTI PALLINI,
PRECIOUS VIBRATIONS

SERPENTI PALLINI, PRECIOUS VIBRATIONS

Bvlgari, the Jeweller of Time, transforms the iconic Serpenti Pallini through the magic of the Piccolissimo calibre, a miniature mechanical heart.

With the exquisite rustling of myriad gold beads and a cascade of diamonds, the talismanic serpent embraces the skin in a voluptuous sweep. Behind hypnotic emerald eyes, hidden within its dazzling head, playful hours become a tender secret, like a promise of eternity.

A mystical creature capable of perpetual rebirth, Serpenti has offered Bvlgari infinite creative possibilities since 1948. Its magnetic charm continually reveals sophisticated and sensuous facets. "This irresistible and joyful new iteration of Serpenti Pallini, literally 'small round beads' in Italian, pays homage to Bvlgari's heritage. I was inspired by the very first Pallini created in 1955, which featured a five-turn bracelet in yellow gold and diamonds," reveals Fabrizio Buonamassa Stigliani. A fabulous fusion of high jewellery and high watchmaking, these secret watches now feature the miniature Piccolissimo calibre; each showcases over 500 hours of exceptional artistry and craftsmanship. Shimmering in yellow, rose, or white gold and diamonds, Serpenti Pallini gazes with its magnetic allure from two sumptuous pear-cut emeralds, watching time pass and inspiring the audacity to be oneself, in total freedom.



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THE MELODY OF TIME

With dazzling suppleness, the double-coil Serpenti Pallini wraps around the wrist with a gentle embrace. Its daring design, inspired by the historical Pallini of 1955, evokes the skin of an exotic serpent. Its scales are composed of countless small gold beads or brilliant-cut diamonds, each individually set on a gold mesh, using a technique derived from the 'en tremblant' method developed in 18th century Paris.

"Serpenti Pallini is a true tribute to our heritage. We have chosen to apply to our watches a distinctive technique of jewellery creation perfectly combined with the precision of the mechanisms. A perfect fusion of our Italian roots and brand DNA with the iconic Serpenti motif, along with our expertise in Swiss watchmaking with the Picolissimo movement" says Jean-Christophe Babin, Bvlgari CEO.

Bvlgari's patented technique creates a spectacular effect by allowing each precious bead to move freely. Carried by the curves of the coils, the small gold beads and gems quiver with the slightest movement. Serpenti Pallini comes to life, intriguing and vibrant. And emotion is born, an invitation to play with this seductive serpent.



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A HEART WORTHY OF EXCEPTIONAL ARTISTRY

Now animated for the first time by the Piccolissimo movement, the irresistible Serpenti Pallini is more charismatic than ever. A marvel of miniaturization created by Bvlgari's Manufacture in Le Sentier, Switzerland, this calibre is one of the world's smallest ever – indeed, it is currently the smallest round mechanical movement on the market. Its minute dimensions allowed Bvlgari to revisit the lines of Serpenti Pallini, and slightly resize the serpent's head and tail to achieve perfect proportional balance.

The Piccolissimo's extraordinary mechanics only enhance the charms of Serpenti Pallini, creating multiple ways to wear it. Easily removable, the calibre can also be rotated by half a turn to adapting the dial's reading direction for the precious dial – with a diamond-set bezel or fully paved with diamonds. Thus, the versatile serpent slips, as it pleases, around one wrist or the other, a perfect expression of playful and wonderful time. Thus, the versatile serpent coils effortlessly around either wrist, a playful and wondrous metaphor for time.

Serpenti Pallini unveils its three new jewelled metamorphoses: diamond-set in white gold; white gold and rose gold; and white gold and yellow gold. This marks the first contemporary interpretation of Serpenti Pallini in yellow gold, whose solar brilliance returns to the forefront, instilling a deliciously vintage style to the jewelled reptile.



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OCTO CHIMING WATCHES

TECHNICAL CHARACTERISTICS



OCTO ROMA GRANDE SONNERIE TOURBILLON 103962

Movement

BVV800 manufacture manual winding mechanical movement with Grande and Petite sonnerie, minute repeater, 4-hammer chime, power reserve indicators for the movement and the chime mechanism, tourbillon. Power reserve: 72 hours; frequency 21'600 VpH (3 Hz).

Case, Dial and Bracelet

45 mm satin-polished titanium case (11,85 mm thick), satin-polished titanium crown set with black ceramic insert, satin-polished titanium push button, transparent case back. Water resistance: 3 ATM.

Sandblasted openworked dial in brass with grey DLC treatment with satin-polished rhodium-finish brass hands and indexes. Black alligator strap with satin-polished titanium folding buckle.

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OCTO CHIMING WATCHES

TECHNICAL CHARACTERISTICS



OCTO ROMA CARILLON TOURBILLON 103933

Movement

Modified BVL428 manufacture manual winding mechanical movement with openwork bridges, minute repeater, 3-hammer carillon, tourbillon and power reserve indicator. Power reserve: 75 hours; frequency 21'600 VpH (3Hz).

Case, Dial and Bracelet

44 mm satin-polished rose gold case (12,60 mm thick), satin-polished rose gold crown set with black ceramic insert, satin-polished rose gold push button, transparent case back. Water resistance: 3 ATM.

Sandblasted openworked dial in brass with black DLC treatment with polished rose gold-plated hands and indexes. Black alligator strap with satin-polished rose gold folding buckle.

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OCTO CHIMING WATCHES

TECHNICAL CHARACTERISTICS



OCTO FINISSIMO MINUTE REPEATER CARBON 103986

Movement

BVL362 manufacture ultra-thin manual winding mechanical movement with minute repeater and small seconds. Power reserve: 42 hours; frequency 21'600 VpH (3 Hz).

Case, Dial and Bracelet

40 mm carbon case (6,85 mm thick), polished titanium crown with black ceramic insert, satin-polished titanium push button, transparent case back. Water resistance: 1 ATM.

Carbon dial with openings that form the hours indexes, white seconds indexes and satin-polished rhodium-finish brass hands. Carbon bracelet with integrated folding buckle.

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FENDER x BVLGARI

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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SERPENTI MISTERIOSI PALLINI

TECHNICAL CHARACTERISTICS



SERPENTI PALLINI 104025

Serpenti Pallini High-Jewelry secret watch in white gold set with round brilliant cut diamonds (66,31 ct) and 2 pear-shaped emeralds eyes (0,47 ct), two-twirl bracelet. Pavé-set diamonds on the dial (0,28 ct), green hands, and faceted sapphire glass.

Piccolissimo BVL100 manufacture manual winding mechanical micro movement (2,55mm thick). Power reserve: 30 hours. Frequency 21'600 VpH (3Hz).

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SERPENTI MISTERIOSI PALLINI

TECHNICAL CHARACTERISTICS



SERPENTI PALLINI 104027

Serpenti Pallini High-Jewelry secret watch in white gold and yellow gold set with round brilliant cut diamonds (7,53 ct) and 2 pear-shaped emeralds eyes (0,48 ct) on the two-twirl bracelet. Mother-of-pearl dial with diamonds as indexes (0,05 ct), green hands. Piccolissimo BVL100 manufacture manual winding mechanical micro movement (2,55mm thick). Power reserve: 30 hours. Frequency 21'600 VpH (3Hz).

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SERPENTI MISTERIOSI PALLINI

TECHNICAL CHARACTERISTICS



SERPENTI PALLINI 104026

Serpenti Pallini High-Jewelry secret watch in white gold and rose gold with 1 round brilliant cut diamond (1,50 ct), round brilliant cut diamonds (22,94 ct) and 2 pear-shaped emeralds eyes (0,46 ct), two-twirl bracelet. Pavé-set diamonds on the dial (0,28 ct), green hands, and faceted sapphire glass. Piccolissimo BVL100 manufacture manual winding mechanical micro movement (2,55mm thick). Power reserve: 30 hours. Frequency 21'600 VpH (3Hz).

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