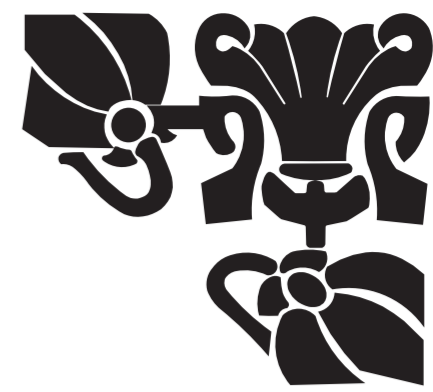




# S. Bulgari



## The Celebration Journal

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*Celebrating 125 years*

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### THE PHILOSOPHY OF EXCELLENCE

#### The quest for perfection in every detail

The 125 years of Bulgari's history constitute a long and eventful journey in the pursuit of excellence, a path marked by jewels, timepieces and accessories that are recognised the world over as masterpieces of style and craftsmanship.

From the selection of the finest materials to their complex fabrication to the tiniest detail of every single product, the Bulgari philosophy is founded on the quest for constant and uncompromising perfection. It is a tradition that is born of the commitment to creating jewellery of absolute, timeless value thanks to the exceptional quality of the materials and workmanship, as well as an unmistakable taste for beauty and a distinctive sense of volume.

A masterpiece is not created by chance, but by the ability, acquired over 125 years, to combine expert knowledge of gems, cuts and the goldsmith's art with creative design, chromatic harmony and stylistic innovation. And this applies not only to jewellery, for Bulgari's timepieces and leather accessories rely on this same ability and experience. Be it a necklace, a wristwatch or an evening bag, every Bulgari creation is crafted by the finest artisans in the world, all trained in their respective arts in illustrious workshops that have become an integral part of the Bulgari Group. The birth of each individual piece is an arduous and meticulous process, where attention to detail is essential so that even the smallest component is perfectly integrated into the whole, and so that its form follows the natural movements of the body.

The first Bulgari jewellery watches date back to the 1920s, and still today every Bulgari watch is conceived as an original work of art whose form and aspect are the result of no less than a full year of careful study and definition,

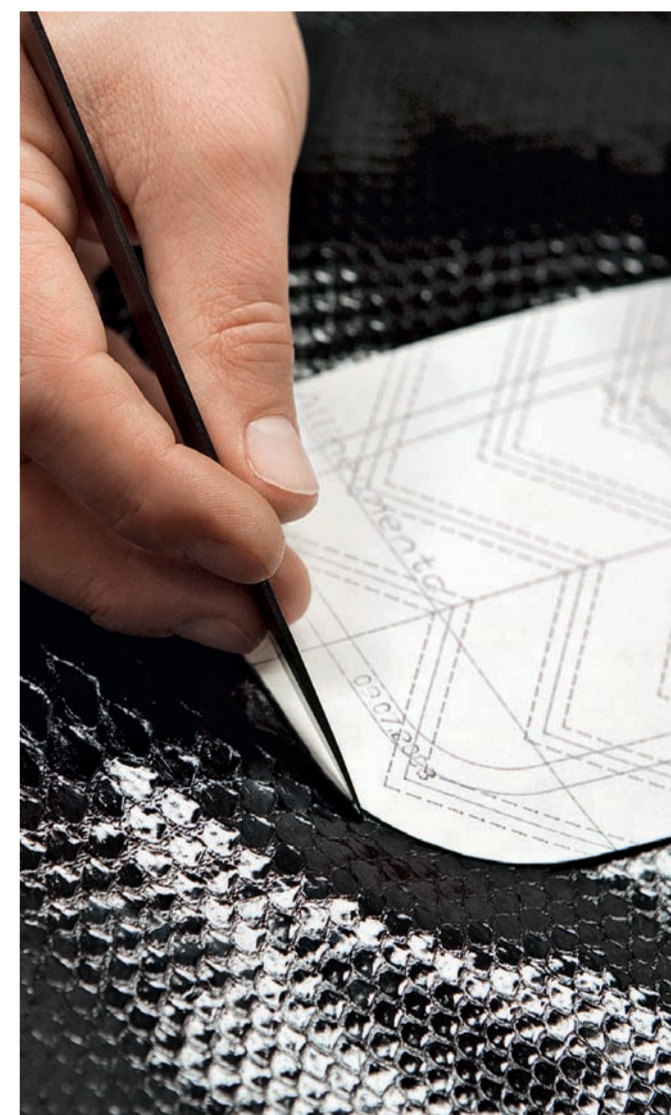
with another two years on average for the technical development phase. From the earliest sketches to the executive drawings to the final assembly, the creative process is guided by a unique and unmistakable stylistic sensibility that epitomizes the finest Italian taste. The elegance and harmony of the finished product derive from Bulgari's signature purity of form, generosity of volume and unexpected combinations of materials. Just as the earliest models of bracelet-watches were inspired by Bulgari's own great collections of high jewellery, so does the Greco-Roman aesthetic continue to be reinterpreted in newer models, each one a distinct expression of the best Italian design.

The value of these aesthetic aspects is augmented by absolute technical excellence: Bulgari watches represent the highest tradition of Swiss watchmaking, relying on an extraordinary range of artisanal experience that ensure the maximum quality of each individual timepiece. The horological expertise of the Bulgari Group is reinforced by its strategy of acquiring specialised manufacturers and integrating their respective skills: over the past decade, the contributions of companies like Gérald Genta and Daniel Roth (movements), Cadrans Design (dials), Prestige d'Or (metal bracelets) and Finger (cases) have made Bulgari watches a beacon of quality in the industry, for their design, materials and manufacture.

In nearly all cases, their creation takes place entirely within the Bulgari Group: from the original design ideas to the production of the principal components, every step is constantly and rigorously controlled in-house to ensure that every detail meets the qualitative criteria that our customers have come to expect.

The results of this philosophy – timepieces that are unique in terms of both style and manufacture – represent important milestones in the history of fine watchmaking. Among the collections for ladies, Assioma D expresses the spirit of the contemporary woman through the reinterpretation of classic, understated elegance. Precious materials, simple dial designs and sinuous bracelets are combined to create models of different dimensions and personality that are nonetheless linked by the extremely sophisticated use of diamonds. Indeed, each Assioma D watch requires 520 hours of work by a master gem setter. In the men's collections, the various models of the Diagono watch, whose name comes from the ancient Greek «Agòn» (meaning 'competition'), evoke a sporty, dynamic attitude. The Diagono Phases de Lune, with its distinctive dial featuring the eight lunar phases and special retrograde date indicator, is considered a masterpiece of watchmaking. Three-hundred-fifty separate quality controls are performed during its production to ensure that all the different components are perfectly tooled and crafted, some with tolerances as small as three tenths of a millimetre.

In any case, whether dealing with the boldness or subtlety of the design, the quality or combination of the materials, the engineering brilliance or mechanical ingenuity of the watch works, for Bulgari it is from the single detail – and the attention given to it in every phase of production – that the timeless perfection of the whole is born.



Hand-cut python skin.



Emeralds of rare quality set into a necklace.



Detail of a necklace with rare emeralds and diamonds.

## IN THE NAME OF FINE WATCHMAKING



The Sotirio Bulgari «125°» commemorative edition, with yellow gold case. The movement is visible beneath the caseback in sapphire crystal.

### The Sotirio Bulgari collection: a tribute to character

In the mid-19th century, Sotirio Bulgari articulated a vision of elegance capable of transcending the boundaries of time and space. Sotirio sensed his opportunity and, assembling his extraordinary skills, left Greece for Corfu and then went on to the recently unified Italy, land of the Grand Tour. An entrepreneurial drive powerful enough to overcome any obstacle or convention led him to the heart of the aesthetic sophistication of European high society. In the salons of the aristocracy, he began building a reputation for absolute excellence and a willingness to challenge the reigning style with his own values, which were modern then and always will be.

Sotirio Bulgari's enterprising spirit challenged many existing schemes, anticipating practices that would become standard only much later, such as bringing his wares directly to Europe's most exclusive destinations. Travelling from season to season to St. Moritz, Lucerne, Sanremo and Sorrento, his creations inspired astonishment and admiration. This was the beginning of an empire founded on taste and magnificence, which his children inherited along with their father's visionary originality and talent for constantly redefining the avant-garde and the very concept of luxury itself. It is to this remarkable man – multicultural voyager ahead of his time, entrepreneur, aesthete and founder – that Bulgari dedicated, on the occasion of its 125th anniversary, a watch as extraordinary as its own history.

### The aesthetics of excellence

In the new watches from the Sotirio Bulgari collection, the technical genius of creative watchmaking and a classic yet original style celebrate the 125th anniversary of Bulgari and its founder. This new line for men is a milestone of design innovation and manufacturing expertise, where the degree of finish and meticulous attention to detail help make each Sotirio Bulgari wristwatch a peerless expression of contemporary style and spirit.

Details like the Roman numerals that distinguish the exquisitely crafted dials, the signature angle of the strap lugs incorporated into the bottom for a more secure hold, and the contrasting satin-glossy finish of the case capture the personality, the fascination and the venerable culture of the grande complication watch, of which the platinum case Sotirio Bulgari Tourbillon Quantième Perpétuel is a paradigmatic example. Developed and manufactured entirely in-house by the specialised companies of the Bulgari Group, its caliber BVL465 movement – with transversal tourbillon, perpetual calendar and double retrograde coaxial hands that give an innovative twist to the date display (which is treated in greater detail along with the other movements on the opposite page) – is the epitome of artisanal knowledge handed down over the centuries and integrated into a production process devoted to excellence. The tourbillon is a system that limits the influence of gravity on the precision of the watch, constituted by a cage that contains the escape wheel, an anchor and a spiral balance, which together make one complete rotation each minute, enabling the watch to compensate the time losses that can be caused by certain positions with time gains in the opposite positions.

Along with this model, of which only 30 exemplars were made, stands the Sotirio Bulgari Quantième Annuel, in a limited edition of 250 pieces in pink gold and 125 in white gold. It features a self-winding BVL360 manufacture movement, personalised for Bulgari, with 55 hours of reserve power, an annual calendar that automatically corrects the date each month (except February in non-leap years) and a 225° retrograde dated display.

There are four versions of the Sotirio Bulgari Date Rétrograde, which is driven by the caliber B89 self-winding mechanical movement with a 150° retrograde date display, developed in-house and assembled entirely by hand.

The traditional values of Swiss watchmaking are apparent in the perfection of the exposed watch works, which can be admired through the sapphire crystal caseback. In the «125°» commemorative editions (in pink, yellow or white gold, featuring the caliber BVL250 manufacture movement, in limited editions of 125 pieces for each version), the back can be opened by a little hinged door – or rather, a window onto this amazing evolution of world-class watchmaking.



The Sotirio Bulgari in pink gold, with self-winding mechanical movement and retrograde date, module developed and produced by Bulgari.

## ABSOLUTE MOVEMENTS

### Manufactured by Bulgari

While Bulgari has always stood for an unmistakable approach to beauty and style that is evident for all to see, one must not forget that there is another kind of beauty hidden inside creations like the Sotirio Bulgari watch collection, which features movements whose engineering and craftsmanship express the same pursuit of beauty and absolute perfection as the finest piece of jewellery.

The self-winding caliber BVL465 is one such movement, developed and manufactured entirely in-house by the specialised companies of the Bulgari Group. This multicomplication watch uniquely combines different functions such as a transversal tourbillon and a perpetual calendar with an innovative display and double retrograde coaxial hands. The design and development of this new Bulgari movement took five years and required the collaboration of fourteen different professional specialisations. The result is an "haut de gamme"

movement whose production demands the highest skill and precision from our master watchmakers, who must rely on their boundless passion to create, assemble, finish and control every one of the 465 components – a total of 8,370 extremely delicate operations that require more than three months of work. Bulgari's meticulous attention to even the most minute details is demonstrated by the fact that every component is given a sophisticated finish such as "perlage", "traits tirés", hand chamfering, «black gold» or the vertical "dressé" pattern of the 18-kt gold personalised rotor.

The caliber BVL360 is a self-winding manufacture movement, personalised for Bulgari, with an annual calendar and 225° retrograde date module. Distinguished by the high level of hand-applied finishes for its components and crafted in the tradition of "haut de gamme" movements, its plate and bridges are adorned with

two different "perlage" finishes – an unusual biaxial "côtes de Genève" pattern and a "traits tirés" treatment. All the corners are "diamantés", as is the sink for the rubies. Further testimony of the artistry of the Swiss "finisseurs" lies in the attention to the decoration of every last component: even the heads of the smallest screws are polished.

The 18-kt gold rotor is graced by a "satiné circulaire" finishing, while the unique form of the central winding mechanism with a "colimaçonée" finishing is coordinated with the custom bridges to echo the design of the dial and at the same time reveal the movement.

The caliber B89 is a self-winding mechanical movement featuring a 150° retrograde date display, developed and produced by Bulgari. Artisans from fifteen different specialisations perform the 165 operations required to produce this movement, which is assembled entirely by hand. Great attention was also dedicated to the choice of the eleven different finishes – including "soleil" and circular "côtes de Genève" patterns – which harmonise the mechanism with the design of the dial. The same care is devoted to all the other components, which carry a range

of sophisticated finishes from "perlage" to "diamantage". To ensure adherence to the qualitative parameters of aesthetic beauty and mechanical reliability, quality control experts follow the production process of every single movement, step by step.

The caliber BVL250 is a self-winding manufacture movement, personalised for Bulgari. The forms of the bridges and the rotor of this mechanism were redesigned to highlight the creativity of the design while at the same time exposing as much of the movement and its refined finishes as possible. The plate and bridges are adorned with two different "perlage" finishes – an unusual biaxial "côtes de Genève" pattern and a traits tirés treatment. All the corners are "diamantés", as is the sink for the rubies. The 18-kt gold rotor has a "satiné circulaire" finishing, while the central winding mechanism is "colimaçonée". The mastery of the Swiss "finisseurs" is witnessed by the attention to the decoration of every last component: even the heads of the smallest screws are polished, one by one.



The BVL465 movement, manufactured by Bulgari. A multi-complication that incorporates several functions in interesting ways: transversal tourbillon and perpetual calendar with innovative display, with double coaxial retrograde hands.

## THE MERVEILLEUSE LINE



Elixir Merveilleux: Intensive Nutritive Serum - Redefining Sculptor Effect. Baume Merveilleux: Firming and Restoring Nourishing Cream for the face. Regard Merveilleux: Nutritive Restructuring Eye Contour Cream

### A new treatment from Bulgari that rebuilds the complexion

Created from precious stones, a treatment that remodels the skin, nourishing it and sculpting it. Thanks to an innovative trio of active ingredients – Face-Sculpt, Firm-Skin and Eye-Design – along with BVLGARI GEM ESSENCE®, the worldwide patent filed by the Bulgari Department of Cosmetic Research (Switzerland), the contours of the face can be impeccably redefined and rejuvenated.

The Merveilleuse line of cosmetics - Elixir, Baume and Regard – is the culmination of the most advanced anti-aging technology: the self-nourishing mechanism of the skin is activated by Nutri-Restore, a high-performance compound that lifts and fills the skin while at the same time stimulating the natural production of ceramides for a long-lasting effect. The soothing and nutritive properties of the refined, precious oils contained in Nutri-Restore give the skin a silky softness and the fullness of youth.

With the Merveilleuse line, the skin glows with the luminosity of gemstones. The result of years of intensive scientific research, BVLGARI GEM ESSENCE® is an extract of gems and precious stones and therefore rich in oligoelements, making it as healthy as it is sensual. An essence that liberates the luminous beauty of rejuvenated skin.

## “REWRITE THE FUTURE” IN HAITI AND THE REST OF THE WORLD

### Ben Stiller's journey, together with Save the Children and Bulgari

Ben Stiller, one of the many supporters of Bulgari's fundraising campaign for Save the Children, recently visited Haiti to witness firsthand the conditions in which the children of some of the worst areas of Port-au-Prince and the rural Maissade region are forced to live. His trip, organized with the support of Bulgari, brought him face to face with situations of crushing poverty (half the Haitian population lives on less than a dollar a day), overpopulation, recurring natural disasters and the proliferation of violent street gangs. But the experience also had a positive side, for it confirmed the effectiveness of work being done there by Save the Children, the world's largest independent organisation for the protection of children's rights.

In Haiti, as in other highly unstable areas around the world, the programs introduced by Save the Children are a concrete response to the need to ensure the education, safety and health of the youngest among us. Mr. Stiller was also able to personally visit three centres for homeless children who are now receiving the benefits of going

to school, a proper diet and healthcare. He saw their classrooms and dormitories, spoke with students and teachers, and even played a game of football with some of the children. Seeing all this, Mr. Stiller was able to directly understand the importance of what has already been accomplished, as well as what is currently underway.

As many know, Bulgari chose to celebrate the 125th anniversary of its founding by helping Save the Children with a commitment to raise 10 million euros by the end of 2009 for the "Rewrite the Future" campaign, which is aimed at providing quality education to children who live in areas torn by war. Among the many ways that Bulgari is supporting Save the Children: silver jewels, designed specially for the campaign and on sale until the end of the year for 290 euros, 50 of which go directly to "Rewrite the Future".

Many figures from show business, the arts and sports have chosen to work without compensation alongside Bulgari for the same campaign. In particular, the photographer Fabrizio Ferri offered his time and talent to shoot portraits of many of the celebrities involved in this important charity initiative.

To name just a few: Willem Dafoe, Rosario Fiorello, Jason Lewis, Valeria Golino, Isabella Rossellini and Terence Howard. The future of the world thanks them all.



Preschool children from Maissade, a rural community in the mountains of central Haiti.



A classroom in the centre supported by Save the Children in Martissant (Port-au-Prince). Getting comfortable with reading: the bookshop built by Save the Children in Maissade.



Petionville (Port-au-Prince): a basketball game at the Timkatek centre for homeless children.