

# BVLGARI

*Celebrating 125 years*

## **BULGARI** **“Between eternity and history” 1884-2009** **125 years of Italian jewels**

Rome – May 20, 2009. Bulgari celebrates its 125<sup>th</sup> anniversary by inaugurating its first-ever retrospective exhibition tonight in the prestigious Exposition Palace of Rome that will remain open to the public from May 22 to September 13, 2009.

The “Between Eternity and History: 1884 – 2009” exhibition will cover the most significant phases in the history and evolution of Bulgari design, from the opening of the first store on Via Sistina in 1884 to the present day.

Attending the cocktail party for the inauguration will be Rome Mayor Gianni Alemanno and many illustrious cultural figures, show business celebrities, well-known politicians, and important entrepreneurs in the Italian capital. Numerous Italian and international stars have arrived in Rome to celebrate this historic achievement with the Bulgari family: Jessica Alba, Ginnifer Goodwin, Chloe Sevigny, Alain Delon, Patricia Field, Jason Lewis, Enrique Iglesias, Selma Blair, Samantha Morton, Elsa Pataky, Valeria Golino, Riccardo Scamarcio, Beppe Fiorello, Vittoria Puccini, Cristiana Capotondi, Gabriele Muccino, Ferzan Ozpetek, Claudio Baglioni, Luca Argentero, Stefano Accorsi, Valentina Cervi, Francesca Neri, Giorgio Pasotti, and Nicoletta Romanoff.

Francesco Trapani, CEO of the Bulgari Group, will host the event with Paolo and Nicola Bulgari, respectively, the President and Vice-President of the Bulgari Group.

The inauguration of the retrospective exhibition will also give Bulgari a chance to increase its contribution to Save the Children’s “*Rewrite the Future*” campaign, which was created to provide a quality education to 8 million children living in war-torn countries. Bulgari has pledged to support this campaign throughout 2009. In the presence of Charlotte Petri Gornitzka, General Secretary of the International Save the Children Alliance, Charlie MacCormac, Managing Director of Save the Children USA, Claudio Tesauro, President of Save the Children Italia, and many other international representatives of the organization, Bulgari will present an extraordinary limited edition collection, for the first time in public, composed of 11 unique couture jewels and 7 luxury watches that will be auctioned off at Christie’s New York next December 8, 2009. The total estimated value of the jewelry and watches is approximately 3 million euros, and the entire proceeds will be donated to “*Rewrite the Future*.”

The inaugural exhibition opening will be followed by an exclusive dinner at Castel Sant’Angelo for all the celebrities who participated in Bulgari’s important charity campaign, the international Save the Children board, and a select number of Italian and international journalists. The Bulgari jewels and watches created to support Save the Children will also be featured this evening to promote Bulgari’s commitment to the “*Rewrite the Future*” campaign.