

B V L G A R I

Corporate Basefile

“For me calling at Bulgari’s shop is like visiting the best exhibition of contemporary art”.

Andy Warhol

BVLGARI

Historical Milestones

- 1857 Sotirio Bulgari was born in Greece where he then becomes a silversmith. 1881 Sotirio moves to Rome and begins selling silver at Trinità dei Monti.
- 1884 Sotirio opens his first store in via Sistina 85.
- 1894 The business moved to a shop in via dei Condotti 28.
- 1905 The Bulgari store in via dei Condotti 10 opens and becomes the Bulgari historic flagship store of today.
- 1932 Sotirio passes away leaving the business to his two sons, Giorgio and Costantino, who develop a passionate interest in precious stones and jewels.
- 1960s Bulgari moves away from the strict disciplines of the dominant French school to create its own unique style inspired by Greek and Roman classicism, the Italian Renaissance and the 19th century Roman school of goldsmiths. Besides jewels of extraordinary importance and value - the unique pieces of the Bulgari *High Jewellery Collection* - Bulgari keeps introducing successful jewellery designs throughout the decades.
- 1970-1979 Stores are opened in New York, Geneva, Montecarlo and Paris. This marks the beginning of the Group's international expansion.
- 1977 The *Bulgari Bulgari* watch is created, a model that is now considered a classic and continues to be Bulgari's best seller. In the early 1980's, Bulgari Time is founded in Switzerland to manage the creation and production of all Bulgari watches. Today Bulgari has a wide assortment of watches that include several lines of classic, sportive and precious timepieces.
- 1984 The sons of Giorgio, Paolo and Nicola Bulgari, become respectively Chairman and Vice-Chairman of the company. Their nephew, Francesco Trapani, is nominated as Chief Executive Officer.
- 1991 Bulgari introduces the *Naturalia* line of jewels, simultaneously supporting WWF's international Biological Diversity Campaign by producing *Anima Mundi*, a film directed by Godfrey Reggio with music by Philip Glass.
- 1993 Bulgari's first fragrance, *Eau Parfumée, Cologne au thé vert*, is launched. This marks the first step of the company's strategy diversification.
- 1994 *Bulgari pour Femme*, the new fragrance for women, is launched and distributed in the most exclusive perfumeries in Italy and, later, in the rest of the world. In March, *Chandra*, the line of jewels in gold and fine porcelain, is presented in Paris. For the occasion, Bulgari hosts a glamorous party which is filmed by Robert Altman for an important scene in his film *Prêt-à-porter*. In April, Bulgari presents a new line of *Sport* and *Scuba* watches with automatic movement as well as its first Grande Complication watches: *Répétition Minutes* and *Tourbillon*.
- 1995 *Bulgari pour Homme*, the first fragrance for men, is introduced.

On July 17th, the Holding Company Bulgari S.p.A. is listed on the Milan Stock Exchange. Today the company is also traded at the IRS of London Stock Exchange.

- 1996 In May, the complete line of *Trika*, praised for its extraordinary sinous design and particularly braided wormanship, is presented. Bulgari further develops its diversification strategy by introducing its first silk creations in Italy.
- 1997 The silk collections are launched worldwide. An agreement with Luxottica is signed for the production and distribution of eyewear. The first eyewear collection, together with fine leather goods, are introduced in Italy and in the United States. The *XL* ring collection, characterized by great volumes and original shapes, is presented.
- 1998 *Aluminium*, the innovative watch in aluminium and rubber, is launched. The first eyewear and the leather goods collections are introduced in the rest of the world. Bulgari presents *Black*, the fragrance designed for women and men, at an international event in London.
- 1999 *B.zerol* is the final Bulgari ring to debut in 1999. This ring bridges the way into the new millennium.2000 Bulgari acquires Gérald Genta S.A. and Daniel Roth S.A., the Swiss leaders in high-end watch making. The acquisition gives rise to a new company: Daniel Roth et Gérald Genta Haute Horlogerie S.A. *Rettangolo*, a watch for both men and women which boldly reintreprets the style of the 30's, is launched. A new handbag collection is created by coupling innovative materials such as rubber with precious trimmings in crocodile. *Blu* is introduced, a cold yet passionate fragrance, dedicated to an unexpected woman.2001 Bulgari announces the creation of *Bulgari Hotels & Resorts*, a joint venture with the Luxury Group, hotel division of Marriott International. The aim is to open a collection of luxury hotels in all major cities and resort locations around the world. In June Bulgari introduces the *Lucea* jewellery line at an international event in Rome.
- 2002 Bulgari acquires a 50% stake in Crova, the Italian leader in the production of high-end jewellery.
- 2003 Bulgari entered the world of oriental perfumes in 2003 by launching *Omnia*.
- 2004 The first Bulgari Hotel opens in Milan. In the same year, the acquisition of Crova is 100% completed. At an international event in St.Petersburg *Astrale* is launched, a jewellery collection in white gold and diamonds inspired by contemporary nostalgia. The *Ergon* watch is introduced, a truly unique timepiece characterized by a dynamic and unconventional style as well as avant-garde design.
- 2005 Bulgari acquires two Swiss companies operating in the high-end watchmaking sector, Cadrans Design, producing dials, and Prestige d'Or, producing steel and precious metals watch straps. In the same year, in order to further develop the production of fine leather accessories, Bulgari acquires the Italian company Pacini, specialised in the production of leather, precious hides and custom-made fabric handbags. The same year, Bulgari opens in Osaka, Japan, its first store fully dedicated to accessories.

The iconic *Twist* bag is launched with the Spring/Summer 2006 leather collection.

The *Sapphire Flower* jewellery collection is launched inspired by flowers and sapphires stones. *Assioma* is introduced, a watch that owes its name to the unmistakable elegance and harmony of its shapes.

Aqua pour Homme is introduced as a vibrant and profound masculine fragrance, fresh and awash with riches from the sea, fragrant orange groves, and primary elements.

2006

The second property by Bulgari Hotels & Resorts opens in Bali.

Bulgari re-launches its contemporary classic fragrances *Pour Femme*, *Pour Homme* and *Pour Homme Extrême*, presenting two new fragrances for women *Voile de Jasmin* and *Rose Essentielle* and the new fragrance for men *Pour Homme Soir*.

In the same year Bulgari continues its accessory business development inaugurating in Milan and Florence the first and the second store in Europe exclusively dedicated to leather goods, eyewear, fragrance, silk accessories and silver gifts.

2007

Bulgari re-opens its historical Fifth Avenue store. Inaugurated for the first time in 1989, it represents the largest Bulgari store in the United States.

Launch of the *Elisia* collection, a new line of sophisticated and feminine jewels which combines creativity and traditional marks.

In October, Bulgari inaugurates in Via dei Condotti, Rome, a new accessories store, third space exclusively dedicated to this type of products in Italy.

The *Leoni* model is launched with the Fall/Winter 2007 collection, a contemporary reinterpretation of the unique appeal from the 60's. The leather collection Spring/Summer 2008 introduces for the first time the *1910* collection, an original and elegant tribute to Bulgari's tradition.

Bulgari opens *Il Ristorante*, *Il Café* and *Il Cioccolato* in Tokyo, conceived to offer a unique and exclusive experience of lifestyle as interpreted by Bulgari.

Il Ristorante includes a rooftop terrace with an Italian-style garden and lounge bar and occupies the top four floors of the Bulgari Ginza Tower, the new Bulgari flagship store in Ginza. *Il Café* is located in the Omotesando shopping district and includes *Il Cioccolato*, an exclusive chocolate shop dedicated to handmade chocolates.

Bulgari Group acquires 100% of Finger S.A, a Swiss company specialized in the creation and production of sophisticated cases for complicated and high-end watches of the most prestigious international watchmaking brands.

2008

For the first time, Bulgari presents its new Fall/Winter accessories collection with an international event at the Bulgari Hotel, Milan, in February during Fashion Week.

Bulgari presents *Jasmin Noir*, the new fragrance for women at an international launch event in Istanbul.

Bulgari celebrates the opening of its new Paris flagship store, located at the corner of Rue François 1^{er} and Avenue George V. The new store is the fourth location in Paris and the largest Bulgari store in Europe with 1.500 square meters of retail space on two levels.

*“People can’t live
without aesthetic”.*

Paolo Bulgari

*“Diversification into high-quality
products underlines our creativity and
reinforces the Bulgari brand”.*

Francesco Trapani, *The Times*, 19 August 2000

THE HISTORY OF BVLGARI

“One has to go deep into the course of history, understand the past this knowledge as a foundation for the future”.

Nicola Bulgari

The Bulgari's descend from an ancient family of Greek silversmiths whose activity began in a small village of Epirus, where Sotirio, the founder of the family, made precious objects in silver. In 1879 Sotirio emigrated to Italy and after a few months spent in Naples he finally moved to Rome. At the very beginning he sold his objects in front of the French Academy on the Pincio. Then a Greek merchant offered to let him display his objects in a corner of the window of his shop, placed at the beginning of via Sistina. Sotirio was very successful, thanks to the original style of the ornaments he was selling. In 1884 Sotirio was able to open his first store in the same street.

In 1894 he moved to 28 via dei Condotti. In 1905 he moved the store to via dei Condotti 10. It was called “Old Curiosity Shop” from the title of a Charles Dickens novel. This name was chosen in order to attract British and American tourists. In these years Sotirio started to sell an increased selection of jewels and accessories for personal embellishment. As business in Rome during the summer months was very quiet, Sotirio decided to capitalize on trade at summer resorts. He settled for St. Moritz, where he was successful. In the succeeding years other subsidiaries were opened and run by Sotirio's relatives. However, after a while, he realized the necessity of concentrating his business in one location in order to excel in the art of jewellery and silver making. He therefore focused on his Rome store.

The first decades of the 20th century were important for Sotirio's sons, Giorgio and Costantino, who developed a passionate interest in precious stones and jewels and learnt the secrets of the trade, gradually taking over their father's role. In 1934, two years after Sotirio's death, the via dei Condotti store was enlarged and refurbished. This new store was inaugurated on the 9th of April 1934 and it was so successful that both its façade and its interior served to illustrate the entry “negozio” in the Enciclopedia Treccani, the most important Italian encyclopaedia. The period following the Second World War marked an important turning point in Bulgari history. In fact, it is during this period that Bulgari moved away from the strict disciplines of the dominant French

school to create its own unique style inspired by the Greek and Roman classicism, the Italian Renaissance, and the 19th century Roman school of goldsmiths.

The 1970's marked the beginning of the Group's international expansion with the opening of stores in New York (the first overseas), Paris, Geneva, and Monte Carlo. It was also in this decade that Bulgari introduced the *Bulgari Bulgari* which was to become a successful watch classic. Bulgari Time was established in Neuchâtel – Switzerland in the early 80's for the creation and production of all Bulgari watch lines. In 1984 the sons of Giorgio, Paolo Bulgari and Nicola Bulgari, became respectively Chairman and Vice-Chairman. Their nephew, Francesco Trapani, was nominated Chief Executive Officer.

The 1990's represented another turning point. Bulgari implemented the diversification strategy with the introduction of fragrances and accessories and gave further boost to its international expansion by having the Holding Company Bulgari S.p.A. listed on the Milan Stock Exchange and subsequently also traded on the IRS of the London Stock Exchange.

After 2000 Bulgari's vertical integration strategy continued with the acquisition of companies operating in the sectors of watchmaking and leather goods and the accessories business got a further boost with the opening of fully dedicated stores.

Today the Bulgari creations, renowned for the distinctive, bold and contemporary style, are highly appreciated by an international clientele fond of high quality and unique design.

THE BVLGARI QUALITY

Every Bulgari creation is permeated with a spirit of excellence, hence the attention to detail and the search for absolute quality, typical of each product, coexist with a yearning for surpassing oneself and responding passionately to the ever changing market's requests.

The Bulgari jewels take shape as a watercolour or tempera drawing. The subsequent transformation of a drawing into a finished jewel is left to the skilled hands of the artisan, whose job is to produce a jewel of extraordinary softness, roundness, polish and perfection.

From the very first drawing, the idea is analyzed and developed creatively so as to assess the materials and colours that are most suitable for its creation, wearability and coherence with the Bulgari tradition and style. An internal workshop has been created with the aim of developing the jewellery collections on the basis of the Bulgari excellence and quality criteria.

Furthermore, in 1996, in order to offer the ultimate service to its clientele, Bulgari created a *Bulgari Gemmological Centre*, providing gemmological certifications for most major stones mounted by the firm.

As far as watches are concerned, Bulgari succeeded in combining a refined design with sophisticated mechanisms, produced and examined according to strict and rigorous Swiss certification criteria, a guarantee of high quality. All Bulgari watches are created at Bulgari Time in Neuchâtel, Switzerland.

In order to assure the same qualitative level for all Bulgari creations, the perfumes are produced with the same care and attention to detail. For this reason, Bulgari has chosen to directly control each phase of the creation, production, and distribution of its perfumes through Bulgari Parfums, based in Switzerland. Bulgari also controls the creation, production and distribution of its silk and leather products by working very closely with the manufacturing companies located in Italy.

Bulgari's great relationship with Luxottica's product development team has resulted in the creation of an innovative and refined eyewear collection.

The service to the client is also a Bulgari prerogative. Personnel is trained with the "Excellence" programme with the objective of bringing, in every Bulgari store, the standard of excellence distilled throughout the centenary experience in the via Condotti store.

Retailers are selected carefully as well in order to guarantee the same impeccable service standards offered in all Bulgari stores.

THE BVLGARI JEWELS

Bulgari's success is largely due to an understanding that the evolution of style must follow changes in times, tastes and habits. The Bulgari style is, in fact, a balanced mix of classicism and modernity in a continuous search for innovative design and materials, with a special attention towards colour combinations. The sense of volume, the love for linearity and symmetry, and certain details recalling art and architecture are classic characteristics of the Bulgari creations.

Beside the jewels of extraordinary importance and value, like the unique pieces of the Bulgari *High Jewellery Collection*, the contemporary Italian jeweller proposes different lines – *Parentesi*, *Tubogas*, *Spiga*, *Monete Antiche* and *XL*, to name but a few – all characterized by strong and distinguished designs. The *B.zero1* line launched in 1999 embodies the perfect fusion between tradition and innovation. The use of unusual materials and the matching of gold with bold and contrasting colours are Bulgari's unique distinctive features.

Lucea, *Allegra*, *Optical* and the more recent *Sapphire Flower*, *Cabochon* and *Cicliadi* represent a special tribute to the world of contemporary feminine yet playful elegance. *Astrale* is a collection of precious and glittering icicles inspired by contemporary nostalgia. *Astrale* combines dazzling brightness with harmonious shapes, such as concentric loops and moving motifs in diamonds and white gold.

In 2005 the *Astrale* collection has been enriched with the addition of new jewels with coloured stones set on yellow gold.

Launched in 2005, the *Sapphire Flower* collection is inspired by flowers and sapphires and expresses the *esprit* of exclusivity and timeless elegance. Bulgari's long experience with fancy coloured gemstones and its consolidated tradition in fine jewellery have been the starting point from which to create a collection based on sapphires.

The restyling of the iconic line *Parentesi* was launched in April 2006, giving life to a brand new jewellery collection inspired by the Roman pavements and their travertine joints.

Parentesi, that represented Bulgari's first modular line, leaves behind the stiffness of its former construction while preserving its ultimate character of a truly historical motif.

In 2007, Bulgari's tradition in the field of colored gems and timeless appeal of elliptical forms gave birth to *Elisia*, a new line of sophisticated and feminine jewels. As evoked by the name, the ellipse is central to the new jewels design to which has been entrusted a modern interpretation of oval motifs found in Bulgari's jewels since the 70's. White and yellow gold are combined with a large variety of cabochon gems and other polychrome materials such as multi-colored sapphires, enamel, coral, mother of pearl, peridots, emeralds and rubies.

A design with strong character, based on current lines and glamorous details, set off by the decorative element of the inscription, characterizes altogether the new *Monologo* rings and "*Bulgari Bulgari*" jewels collection introduced in 2008. The logo reappears here both alone – as an integral part of the band rings – and in the form of the distinctive double engraving "BVLGARI BVLGARI" finely reproduced on new, broad circular elements with an open and slightly curved structure. While they recall the original line of "*Bulgari Bulgari*" jewels, they express a refined modernity.

The Bulgari High Jewellery collection

The Bulgari *High Jewellery* collection is a collection of unique pieces of jewellery travelling across the world. It may be considered as the quintessence of the Bulgari design, taste for beauty, unique sense of volume and preciousness of materials. The collection is composed of around one thousand one-of-a-kind pieces created on the basis of drawings especially developed for exceptionally fine gemstones.

The Vintage collection

The Vintage collection consists of approximately three hundred unique Bulgari creations from the 1920s to 1990s, including necklaces, bracelets, rings, brooches, earrings, watches, precious objects and evening bags. These one-of-a-kind pieces illustrate the evolution of the Bulgari style throughout the decades.

The collection includes also some rare jewels that can no longer be reproduced due to their special craftsmanship. An example is provided by the *en tremblant* floral spray brooches created in the Fifties with diamonds and coloured gemstones mounted on a spring setting, allowing the “flowerheads” to flicker at every movement.

The Vintage collection testifies to Bulgari’s relentless creative search over time and the modernity of a style that has always been appreciated by celebrities. The Vintage jewels are indeed often worn by VIP’s at such international events as the Academy Awards and other major occasions worldwide.

The Vintage collection is often on show at international exhibitions.

SILVERWARE AND GIFTS

The Bulgari *Silver and Precious Gifts* collection is distinguished by distinctive styles and sophisticated combinations of colors and materials.

The collection features a diverse and complete range of items and gift ideas, including cufflinks, key holders, money clips, tie bars, tuxedo studs and writing instruments realized in refined materials: gold and rhodium-plated sterling silver are combined with celluloid, cotton resin, enamel inserts, diamond and semiprecious stone details. Each piece is a masterpiece of sophisticated design with a classic Bulgari look, often being inspired by its most successful jewelry and watch motifs. In particular, the characteristic “*Bulgari Bulgari*” sign and *Quadrato* theme are reinterpreted for the entire collection, complementing the “BVLGARI” logo that is applied as a decorative element on geometric forms such as ovals, squares and circles. These are perfect for daily use and represent refined ideas for special gifts where the meticulous aesthetics of the design and refined details reflect Bulgari’s traditional expertise as silversmith and goldsmith

THE BVLGARI WATCHES

signs of our time

The Bulgari watches are for both men and women and are distinguished by a creative and contemporary style characteristic of all Bulgari creations. The timepieces are created according to the most rigorous Swiss watchmaking quality criteria.

Bulgari has been producing finely crafted jewelled watches in platinum and diamonds since 1920. During the Art Déco period in the 1930's, lapel watches also began to be produced. In the 1940's watches were created with softer shapes in yellow gold and diamonds, but without geometrical motifs. The 1950's and 1960's are characterized by the original triple-coiled gold snake wristwatch decorated with diamonds that soon became a Bulgari bestseller.

In the 1970's that the Group made its debut in the fine watchmaking sector, by introducing collections of watches to complement the creation and production of its jewels and silverware. In the early 1980's, Bulgari Time was founded in Neuchâtel, Switzerland. It oversees the creation and production of all Bulgari watches. In 1993, Bulgari embarked on a strategy to selectively distribute its watches through the most prestigious retailers of the world.

The success of the watch segment led the Group to carry out a vertical integration strategy in order to increase its expertise in the watch-making, to reach the highest quality standards and optimise the production processes. In June 2000, the Bulgari Group acquired 100% of Gérald Genta S.A., Daniel Roth S.A., Swiss leaders in high-end watch making, and Manufacture de Haute Horlogerie S.A., the owner of the related manufacturing facilities. This acquisition gave rise to a new company named Daniel Roth et Gérald Genta Haute Horlogerie S.A.

The Bulgari watches are for both men and women and are distinguished by a creative and contemporary style characteristic of all Bulgari creations. The timepieces are created according to the most rigorous Swiss watchmaking quality criteria.

The commitment of Bulgari in the vertical integration strategy went on in 2005 with the acquisition of a 50% stake in Cadrans Designs S.A., a Swiss company leader in the creation and production of sophisticated and avant-garde dials for complicated and high-end watches of the most prestigious international watch-making brands.

Following this, in October 2005, Bulgari also acquired a 51% stake of the Swiss firm Prestige D'Or S.A., leader in the production of steel and precious metals watch straps for high end watches.

Two years later Bulgari acquired 100% of Finger S.A, a Swiss company specialized in the creation and production of sophisticated cases for complicated and high-end watches of the most prestigious international watchmaking brands. Always in 2007 Bulgari signed an agreement with Leschot S.A. for the purchase of machineries and intellectual properties in order to support the future internal development of a new *movement de manufacture*.

The classics

The *Bulgari Bulgari* watch – the first Bulgari timepiece produced on a large scale – dates back to 1977. Its name is inspired by the double engraving of the logo on its bezel. Over the years the *Bulgari Bulgari* watch has been proposed in a variety of versions and sizes: in yellow or white gold, in steel with leather straps in a choice of colours, with a metal bracelet in gold or steel. The watch also comes with chronograph functions and in a *petites complications* version with coloured dials.

Protagonist of the Basel Fair 2006, the *Bulgari Bulgari* watch presents a real redesign thanks to the Swiss watch making expertise. A new curved case, a sophisticated dial entirely developed and manufactured by the Bulgari Group.

The extra thin manufactured movement with a 72-hour power reserve and manual winding. The new bracelet made of 97 different elements all assembled to obtain the precision of the flared shape and the perfect integration with the case.

The *Quadrato* is a square timepiece which proposes a classic shape that recalls the eternal search to square the circle with its circular *bas-relief* motif at the centre of the opaque black dial embellished with metal numerals.

Solotempo, the contemporary fine watch is characterized by the black and white colour combination which enhances the round steel case's bold structure, as well as the dial's modern design that features a rigorous arrangement of lines coupled with a classic trademark: the circular *Bulgari Bulgari* logo.

Rettangolo, designed for women and men, is inspired by the styles of the 1930's and can be considered as a synthesis of modern style expressed through clear-cut geometrical lines. It is available in different colours and materials.

Bulgari throughout the years has also presented Grandes Complications watches, confirming its position of absolute prestige in high-end watchmaking. In 2004, the first Grandes Complications timepiece entirely conceived and produced by the Bulgari Group is presented in Basel, followed by new *Bulgari Bulgari* limited editions: the *Tourbillon* and the *Minute Repeater*.

Carbongold

Carbongold is a *Bulgari Bulgari* chronograph limited edition characterized by the bold combination of a carbon fibre case and yellow, white or pink gold details. The collectable limited edition comprises only 999 timepieces available in only nine Bulgari stores in the world. The name of the relevant city appears on the watch dial.

Diagono watches

Diagono is the line of all Bulgari sport watches, distinguished by their rigorous design and superb technical qualities. Indeed, the term *Diagono* denotes two features shared by the entire collection: the oblique cut of the bezel which is based on two diagonal lines combined with the sporty origin of the word "*agon*" which, in classical Greece designated the nobility and the pleasure of the competition. The *Diagono* watches are also unique for the particular use of materials. These timepieces come in combinations that include titanium, gold, steel, diamonds, leather and crocodile. The aluminium and rubber versions are also highly appreciated. The *Diagono* watches are also available with chrono or with complicated movements such as rattrapante and chrono-amplificator. The collection is completed by the *Diagono Professional* watches, dedicated respectively to Water (the Scuba Diving), Air (the GMT) and Earth (the tachymetric version).

Protagonist of the Basel Fair 2008, the new *Diagono* line has been updated with mechanical and engineering details: integrated chronographs with a column wheel, patented display of moon phases, and large, handcrafted complications.

Faithful witness to its history, the new *Diagono* creates a new concept: the classic sports watch. The dials, bezel – now with a flat profile and a 45° external cut – pushbuttons, winding crown guard, and lugs have been completely redesigned. The screw motif is also repeated on the new winding

crown. The hands, designed exclusively for this collection, and the back, featuring functional and aesthetic improvements, are also new. Finally, special care was dedicated to the case finishing, where the matte finish of the broader surfaces contrasts with the polished surface of the 45° bevelled corners. Every piece is the result of top-quality Swiss watchmaking.

Ergon

Ergon is a truly unique timepiece whose dynamic unconventional style perfectly blends elegance and avant-garde design. The ergonomically arched, encircling shape of the case forms a single unit with the integrated bracelet. Bold and versatile, *Ergon* is enhanced by the profusion of aesthetic details, such as the applied diamond-processed hour indexes, as well as the juxtaposition of satin-finished and polished surfaces on the case of the steel and white gold models. The *Ergon* line has recently been enlarged with new chrono versions in steel also available with white, pink and light blue mother-of-pearl dial with diamonds, highlighted by matching counters and alligator strap.

Assioma

Assioma, owes its name to the unmistakable elegance and harmony of its shapes. Two curved arches characterize the structure of the watch and hold the quadrangular case that highlights the Bulgari logo. The collection is available also in a chronograph version and different sizes and materials including steel, yellow gold, white gold and diamonds.

In 2006, at the Basel Fair, Bulgari extends its precious *Assioma* collection by introducing the new *Assioma* Complication watches in limited editions. Two new versions presented: the Multi Complication and the Petite Complication.

Ladies

Bulgari has also created bijoux watches for women who are in search of a sophisticated yet contemporary look. The *Trika* and *Ovale* watches are dedicated to the modern woman with a discreet and essential femininity. Glamorous and seductive, the *Lucea* watch is inspired by the design of the successful homonymous jewellery line.

The *B.zero1* watch is characterized by the strongly recognizable spiral case, which develops vertically to recall the shape of the successful *B.zero1* ring, features a mother-of-pearl dial and comes with a shiny leather strap in various colours and also with a cuff metal or rubber bracelet. *B.zero1* is the unexpected solution for a self-confident woman, who wishes to wear an exclusive and luxurious yet playful accessory. In the more recent models, this timepiece is also available with the bezel embellished by diamonds and semi-precious stones.

Ipno is the extreme expression of Bulgari creativity in the world of watches. A unique and unmistakable object of truly daring design. An uncommon fusion of beauty and technology, *Ipno* is distinguished by a harmonious blend of steel, ceramic and diamonds in a single cylinder that holds a movement with a digital readout and innovative adjustment. *Ipno* is available in two versions: in steel and ceramic or with the lugs embellished with diamonds. Both are completed with a technological satin strap.

Astrale

A great success in jewellery, the *Astrale* line inspires the new bejewelled watch.

The name of this precious timepiece takes inspiration from the magic world of constellations where the perfection of the circle is enriched by diamonds and an assortment of coloured precious stones of different shapes and cuts, a typical element of the Bulgari style.

Gold, diamonds and coloured stones highlight the richness and the elegance of this refined women's watch.

Assioma D

This year, at Basel Fair, Bulgari presents a new line of watches created for refined, elegant women.

Assioma D.

D like Diva, Donna ("woman"), Diamonds...

Inspired by the 1950's, the word "diva" has classical origins and derives from the Latin word "dea." In mythology this word indicated a female god in the guise of an alluring woman with regal bearing, and elegant, refined manners who aroused the deep admiration of those casting eyes on her. The *Assioma D* line presents different models in yellow gold, rose gold, and white gold versions that are embellished with diamond pavé.

Three unique pieces in baguette-cut diamonds, sapphires, and rubies complete the collection in an excellent interpretation of refined femininity.

BVLGARI ACCESSORIES

Leather goods

Bulgari introduced a complete line of prestigious leather goods starting 1997.

The classic leather accessories are characterized by an understated style, which couples innovative design with linear yet fashionable decorative hallmarks.

The latest collections are highlighted by daringly elegant bags with a *rétro* touch that underlines feminine chic and eclectic luxe. The recent *Twist* model conveys the ultimate and iconic interpretation of the Bulgari uncompromised style and quality for accessories devoted to contemporary women.

The *Leoni* and *1910* lines, quintessence of sophisticated and discreet luxury derive from the Bulgari tradition.

On the first hand, the *Leoni* uses a vintage bracelet from the 60's as an inspirational motif, transforming it all the more into a precious and emblematic decorative element for bags and small leather accessories. .

On the other hand, the *1910* assumes as contrast stamp and metallic details the antique writing of an advertising poster dating back to the early 1900 which celebrated the historical store in via dei Condotti, Rome. This tribute represents an original reinterpretation of the past bound to become a timeless icon of the Bulgari style.

Silk collections

Since 1997, when *Acquerelli* - the first silk line - was introduced, Bulgari has launched several collections of scarves and ties that highlight its creative spirit.

The Bulgari ties are made with the particular "seven fold" technique – a legacy of tailor made elegance dedicated to true connoisseurs. The seven fold – which requires twice as much silk as a normal tie and the use of the same material both externally and for the lining - can only be crafted by the most skilled artisans using the finest Saglione silk twill.

Eyewear

Following the agreement with Luxottica signed in 1997, Bulgari presented its first eyewear collection. Several lines of sunglasses have followed as well as new prescriptions characterized by unique plays of volume and colour and by a distinctive contemporary design.

The latest collections are inspired by the *Sapphire Flower* jewellery line with bold models enriched by crystals on frames. The distinctive *Parentesi* motif highlights the new wraparound versions for a sophisticated and refined elegance.

The last *Special Edition* pieces all draw their inspiration from the jewellery lines and their iconic motifs, such as the concentric *Astrale* circles which glow with rhinestones on the acetate temples, or the elliptical and floral motifs of *Elisia* and *Sapphire Flowers* which assign to the frames an unmistakable touch of style and preciousness.

BVLGARI PARFUMS

The perfume division of the Bulgari Group was founded in Neuchâtel in February 1993 with offices dedicated to product development, marketing and sales. In January 1996 a division dedicated to production and product assembling was also created.

In 1992 Bulgari Parfums launched its first perfume born from the culture of tea and the more profound sense of the rituals. *Eau Parfumée au thé vert* is fresh, delicate, sweet and at the same time citrusy and combines the finest aromas of green tea with distinctly Mediterranean fragrances to obtain a unique and exclusive product. A more concentrated version, *Extrême*, is also available.

In 1994, the first women's fragrance, *Bulgari pour Femme* was introduced. *Bulgari pour Femme* successfully interprets the intensity and the refinement of a sensual and precious world, the same world shared by the jeweller. The refined bouquet dominated by the perfect arrangement of fresh flowers, mimosa, violet, rose, iris and orange blossom, symbolic of naturality and purity, coupled with the unique flavour of Sambac jasmine tea revives the already explored theme of tea and is an explicit reminder of the important concept of well-being behind all the Bulgari perfumes.

In September 1995 *Bulgari pour Homme* was introduced. An eau de toilette for men characterized by freshness, simplicity, and purity. The musky notes of *Bulgari pour Homme*, combined with its strong notes of Darjeeling Lifescent renders this fragrance very masculine and sensual.

In 1997 Bulgari presented *Petits et Mamans*, a fragrance dedicated to mothers and children. The most gentle notes are the key ingredients of this unique line.

Black, introduced in 1998, is Bulgari's scent designed for men and women. Everything about this fragrance is the imprint of design. *Black* is reflective of an urban attitude. It is creative and bold with no olfactory pyramid. *Black* is a fragrance block with black tea.

Blu, a cold yet passionate fragrance, is dedicated to an unexpected woman. Ginger gives *Blu* its strikingly icy and fiery character around which all other ingredients evolve into an unexpected olfactory linear square.

Introduced in 2001, *Blu pour Homme* is a fragrance of unexpected contrasts and surprising harmonies like the man for whom it was thought.

In 2002 Bulgari presents the *Eau Parfumée au thé blanc*, a delicate eau de cologne with warm, intimate and spiritual notes, evoking moments of relaxation and well being for the body and the mind. White Tea, the main ingredient of the fragrance, was already used in imperial China as an elixir for immortality due to its antioxidant and revitalizing properties. Now cultivated in very limited quantities, it can be harvested on only a few days each year.

Bulgari entered the world of oriental perfumes in 2003 by launching *Omnia*, an ideal meeting point of places, times and cultures and a surprising mix of unexpected tastes, expertly blended in a totally feminine scent. Meant for a cosmopolitan, curious and fascinating woman, *Omnia* is a fragrance destined to re-awaken the senses to a new dimension of pleasure in an unending celebration of tastes, scents and colours.

In 2004 Bulgari presented *Blu Notte* unveiling the most intimate and private side of *Blu* and *Blu pour Homme* and embracing the still night air with the alluring and caressing notes of these two refined fragrances for man and for woman.

In 2005, *Aqua pour Homme* is a vibrant and profound masculine fragrance for a self-possessed, centered man. Fresh and awash with riches from the sea, fragrant orange groves, and primary elements, *Aqua pour Homme* is a creation of aromatic aquatic freshness distinguished by a unique interpretation of uncontaminated notes.

Omnia Crystalline, also introduced in 2005, mixes different aromas which blend to create an authentically precious essence. Bulgari's new floral fragrance is inspired by the pureness of crystal. It features delicate harmonies created for a sophisticated and contemporary spirit.

A 2006 introduction, *Eau Parfumée au thé rouge* is characterized by versatile harmonies. A new journey through the ancient tradition of tea offered in its most unexpected and exclusive version – red tea. A lively but deep inspiration for a precious, natural and sophisticated fragrance.

2006 also witnesses the re-launch of Bulgari's contemporary classic fragrances *Pour Femme*, *Pour Homme* and *Pour Homme Extrême* and the introduction of two new fragrances for women *Voile de Jasmin* and *Rose Essentielle* and the new fragrance for men *Pour Homme Soir*.

The great classic fragrance of Bulgari's tradition, *Pour Femme* is now presented in a new dress underlying its precious and luminous character. A tribute to an extremely feminine woman who wishes to rediscover luxury characterised by understatement and absolute quality, *Pour Femme* reaches its fullness thanks to a harmonious blend of essences.

Pour Femme's fresh and light soul, *Voile de Jasmin* expresses the essence of a refined and sensitive femininity, evoked by the sensual grace of its predominant note - the jasmine flower.

Enveloping and sensual, *Rose Essentielle* is the seductive interpretation of *Pour Femme* dedicated to an extremely sophisticated, charming and elegant woman.

In 2007 Bulgari launches *Omnia Améthyste* dedicated to a young woman who expresses herself through an enveloping yet fresh fragrance. The essence of *Omnia Améthyste* is as precious and delicate as the scent of iris and rose gardens caressed with morning dew: the delicately fruity accents of iris - extraordinary in the form of flower – merge with the velvety freshness of Bulgarian rosebud thus creating a unique combination.

In 2008 Bulgari launches *Aqva pour Homme Marine*, Vibrant, aromatic scents characterise Bulgari's new fragrance for men, *Aqva pour Homme Marine*. Fresh and luminous, *Aqva pour Homme Marine* is the original exploration of the aquatic realm, enriching the world of *Aqva pour Homme* with a surprising exaltation of freshness and vitality. While *Aqva pour Homme* profound accents reflect the intensity of the depths of the sea, *Aqva Pour Homme Marine* unfolds gradually, like the glints of iridescent light shimmering on the surface. From the initial sparkling notes, to the fresh, rich, "aquatic" heart, to the final, enveloping scents.

2008 also witnesses the launch of *Jasmin Noir* the new women's fragrance by Bulgari. Sophisticated and alluring, *Jasmin Noir* is the latest addition to the collection of classic fragrances. Opening a new chapter in glamour and creativity, it offers a modern interpretation of one of the most precious flowers used in perfumery, the jasmine.

A "boisée" floral fragrance, *Jasmin Noir* expresses the seductive duality of a woman who at the same time appears fragile but also bewitching and deeply sensual.

A complete bath line is dedicated to each Bulgari fragrance.

BVLGARI HOTELS & RESORTS

The first Bulgari Hotel opened in Milan on May 18th 2004. The five star luxury hotel is the contemporary Italian jeweller's ultimate tribute to the world of luxury. The hotel is located in Milan's most prestigious shopping and cultural area adjacent to via Montenapoleone and via della Spiga as well as to the famous Scala opera theatre, and the trendy, historic Brera district. It has been designed by the architecture studio Antonio Citterio & Partners and is characterized by the Bulgari unique contemporary style. The hotel distinguishes itself for its unique identity which also incorporates a luxury service concept.

The hotel, with its 58 rooms, 9 of which suites – including one spectacular presidential suite incorporating a private terrace – is located in an incomparable backdrop amidst lush 4000sqm private gardens, adjacent to Milan's botanical gardens, the Orto Botanico. Most of the hotel's rooms overlook this verdant park, creating an island of relaxation for guests to enjoy while taking advantage of the hotel's central location in busy Milan.

The hotel, besides offering a unique experience because of its setting, is characterized by superb facilities, including a restaurant and a bar with terrace and lounge in the garden, meant to become a special meeting point also for Milan's "in" crowd with a discerning taste for playful and refined delectables. The exclusive Spa with hammam and indoor pool also represents a special treat for guests and local clients. Two boardrooms are also available for private meetings.

In 2003 Bulgari Hotels & Resorts announced its second hotel project, a five star luxury resort, developed on a unique site in Bali on the southern tip of the Jimbaran Peninsula near the Temple of Uluwatu.

Uniquely positioned at more than 150 metres above the Indian Ocean, the Bulgari Resort, Bali opened on September 23rd 2006 and is comprised of 59 ocean-view villas, including 3 two-bedroom villas and the 1,300sqm Bulgari Villa. All accommodations offer a plunge pool and patio with secluded tropical garden, high technology features and an extensive range of amenities. Besides its unrivalled natural setting, the resort also boasts sophisticated facilities, such as the Italian and the Indonesian restaurants, the lounge bar, the cliff-edge pool and the oceanfront Spa which have been planned to become the vibrant hub of the resort. A Bulgari store, a Balinese arts and crafts store business, conference and wedding facilities as well as a pristine private beach, accessible only through the resort's inclined elevator, complete the resort's unique features.

Designed by architects Antonio Citterio & Partners the resort reflects a contemporary interpretation of the traditional Balinese design while conveying the distinctive Bulgari Italian style. The layout and overall design also incorporates the culture and natural elements of the location and a collection of exquisite Balinese antiques and exotic art pieces adorns the entire resort.

The hotel is developed and owned by MRA Group & Partners, a well-known Indonesian business owner of the franchised Bulgari stores in Indonesia.

Bulgari Hotel & Resorts, Tokyo Restaurants

Bulgari brings its style and concept of luxury to the city of Tokyo, with two locations: *Il Ristorante*, an Italian-inspired Restaurant and lounge bar and *Il Café & Il Cioccolato*.

Il Ristorante occupies the top four floors of the Bulgari Ginza Tower, an icon of metropolitan architecture for customers and visitors to Tokyo with its imposing 56-meter-high façade. *Il Ristorante* offers a contemporary interpretation of traditional Italian cuisine in a refined, yet informal atmosphere. The tenth floor bar lounge and rooftop terrace upstairs are conceived as gathering spots for enjoying the original, dynamic, Italian-style aperitif that has rendered the Bulgari Hotel Milano lounge bar famous. On the eight floor two private connecting rooms that open onto a lounge space are the ideal spot for cocktails, business meetings and lunches.

Located on the second floor of the Bulgari store in Omotesando, *Il Café* is the ideal spot for a break from shopping in one of Tokyo's most prestigious districts.

Il Café also includes *Il Cioccolato*, a space reserved for the sale of very fine quality chocolates, handmade daily in the Omotesando laboratory by Bulgari's master chocolatier who, applying the secrets of his craft, translates the Bulgari legend into an experience that engages all the senses and is capable of pleasing the most discerning palates.

BULGARI AND THE MOVIE STARS

Jewels are rare, precious and exclusive; movie stars are magical and often inaccessible. Fabulous jewels for eternal stars! Bulgari and the movies, a match made in heaven.

Unique creations that are strictly “Made in Italy.” Desired by the greatest actors of Hollywood and Cinecittà from the 1930’s to today.

Brilliant diamonds and colored stones that have interpreted love, betrayal, and passion through world-famous icons. They form a perfect symbiosis – the rarest gems and the most beloved stars – and they create magic when they meet on the screen.

Here they are: *Elizabeth Taylor, Ingrid Bergman, Marilyn Monroe, Anna Magnani, Lauren Bacall, Gina Lollobrigida, Sophia Loren, Soraya, Silvana Mangano, Claudia Cardinale, and actual stars like Nicole Kidman, Sharon Stone, Susan Sarandon, Catherine Zeta Jones, Charlize Theron, and Angelina Jolie.* Bulgari has dedicated a unique piece to all of them.

In the heyday of the Roman “Dolce Vita,” during the golden years of Italian cinema, the great movie stars represented models of elegance, beauty, and daring. During the shooting of *Roman Holiday* in 1953, *Audrey Hepburn* frequently visited the store on Via Condotti to buy precious objects, including compacts, evening bags, cigarette cases, and a solid gold pin. Yet again, the actress with fawn’s eyes and unmistakable elegance wore a Bulgari string of pearls in the 1979 film *Blood Line*.

Hollywood was everyone’s dream, and one of the films made there in 1959 was *Never so Few* with Gina Lollobrigida. One scene stands out above all others in the film: she wears a pure silk dress adorned with a splendid 1950’s style parure set with turquoise and diamonds while dancing cheek-to-cheek with Frank Sinatra.

Appearing alongside Rock Hudson in *Come September* in 1961, Gina wore platinum earrings with diamonds and natural pearls, and then pendant earrings with three strings of rubies and diamonds that became a must after this film. In *Go Naked in the World* (1961), she elegantly wore a splendid yellow gold pin with pearls and diamonds while drinking an aperitif at a bar with Anthony Franciosa. However, her love for jewels did not end there. Famous photos were shot of her at the Venice Film Festival in 1962, showing her dressed in an imperial satin dress adorned with a platinum and diamond necklace with nine big cushion cut emeralds totaling about 150 carats, which is now part of the Bulgari private collection (actually with seven emeralds for a weight of 133 carats). While kidding around with Bob Hope in Los Angeles in 1965, she hugged him while showing off her own, private Bulgari jewels!

During the shooting of *Cleopatra* at Cinecittà in 1963, *Elizabeth Taylor and Richard Burton* sealed their love story with a Bulgari creation: a stunning pin with an 18.61 carat emerald surrounded by pear cut diamonds. On their wedding day, March 15, 1964, the actress wore this magnificent jewel on a yellow chiffon dress. The pin was also immortalized in *International Hotel (The V.I.P.’s)* in 1963, which also featured Richard Burton and Louis Jordan.

In 1968, while working on the set in Sardinia for the film *Boom*, Liz always wore her private collection of jewels in her superb portrayal of the character Mrs. Goforth.

When she appeared alongside Henry Fonda and Helmut Berger in 1973, she wore a pair of earrings with natural pearls and diamonds on the set of *Ash Wednesday*.

Richard Burton’s quote:

I introduced Liz to beer..... she introduced me to BULGARI (Richard Burton)

The only word Liz knows in Italian is BULGARI.... (Richard Burton)

The sapphire, ruby, and diamond necklace that was worn by *Sophia Loren* in Hollywood for the premiere of "*La Ciociara*" and in Milan for the premiere of *Boccaccio '70* in 1962 dates from the end of the 1950's. Fabulous cabochon cut stones of exceptional quality, they harmoniously adorned one of the most envied décolleté of all times.

She wore a necklace with cabochon cut rubies and diamonds alongside Maurice Chevalier in Paris in 1955. In London with Charlie Chaplin at the presentation of the film *La contessa di Hong Kong* and on the set of the film *Pret-à-porter* with Marcello Mastroianni in 1994, she wore an extra-large hat with a yellow gold parure set with rubies. She posed for *Vogue Italia* in 1993 with a yellow gold parure set with baguette cut diamonds made in 1992, which is now part of the Vintage collection.

The exclusive platinum and diamond necklace of 1958 worn by Ingrid Bergman in the film *The Visit*, made with Anthony Quinn in 1963, and then by Gina Lollobrigida in *The Woman of Straw* with Sean Connery (1964) was the unprecedented result of one year of work.

Bulgari jewels were also worn by Princess Soraya, who portrayed three different women in the film *Three Faces of a Woman* in 1963, directed by Michelangelo Antonioni. An en tremblant pin of 1962 and pendant earrings with emeralds and diamonds adorn her blue satin dress. She appeared alongside Richard Harris a famous author, in the *Palazzo della Solitudine* in Venice.

Playing the role of a rich American passing through Rome, she expresses her reluctance in the face of a Roman Latin lover, acting here with Alberto Sordi she wore a 1960's vintage pin set with cabochon cut precious stones and diamonds. On location in Athens, she was immortalized on epoch ruins, wearing unmistakably unique and brilliant diamonds. Here she plays herself, "Princess Soraya".

Innumerable stars frequented the store on Via Condotti: from *Gary Cooper* to *Barbara Hutton*, *Orson Wells*, *Rossano Brazzi*, *Vittorio De Sica*, *Anna Magnani*, *Ava Gardner*, and *Zsa Zsa Gabor*. Falling in love with the creations marked "Bulgari," they would buy them: yellow gold and diamond watches, platinum ring and earrings set with rubies and diamonds, gold cigarette lighters, cigarette cases, and evening bags. In September 1959, *Clark Gable* purchased two white gold wedding rings, a solid gold cigarette case, and a lighter.

The photograph of *Tyrone Power* and *Linda Christian* as they purchase their wedding rings at the Via Condotti in the 1950's is historic.

In 1967, *Susan Hayward* played the role of Mrs. Sheridan in *The Honey Pot*, wearing a floral pin set with diamonds that was made in the 1960's. *Silvana Mangano* plays a rich heiress in *Gruppo di Famiglia in un Interno*, wearing a 1970's vintage sautoir with pendant and earrings set with precious stones and diamonds. Jessica Lange appeared in all her splendor in *King Kong* (1976) wearing a gold chain and bracelet completely covered with diamonds. Bulgari is also mentioned in the script of *American Gigolo* in 1980. Bulgari jewels appear in *Once upon a Time in America* with Robert De Niro in 1984.

In her extraordinary interpretation of Evita Peron in 1995, *Madonna* wore the diamond en tremblant pin dating from 1957. Pierce Brosnan gives a splendid diamond necklace to *René Russo* during dinner at a Los Angeles restaurant in the *Thomas Crown Affair*. Others who have worn Bulgari jewels include *Sarah Jessica Parker* in *Sex and the City*; *Charlize Theron* in *The Astronaut's Wife* and *The Italian Job*; *Jennifer Lopez* in *The Wedding Planner*, *Claudia Cardinale* in *...And Now*

Ladies and Gentleman; Maggie Smith in My House in Umbria; Catherine Zeta Jones in Intolerable Cruelty and Ocean's Twelve, Uma Thurman in My Super Ex-girlfriend; Jennifer Aniston in Friends with Money; Kim Basinger in The Sentinel; Kate Winslet in Holiday.

In addition to its jewels, Bulgari has also triumphed in the movies with its watches.

The Tubogas serpent watch is perfectly recognizable in many films, including *Giornata nera per l'ariete* (1971) and worn by the Princess Ira Von Furstenberg; in the thriller *Sette note in nero* (1977) on the wrist of Jennifer O'Neill; it was given by Sylvester Stallone to his wife Adrienne in a scene from the film "Rocky IV" (1985) and also *Bette Midler* and *Michele Placido* in the film *Big Business* (1988); in *Waiting to Exhale* with *Whitney Houston* and *Angela Bassett* in 1995. This unique and timeless watch is worn by Meryl Streep in *The Devil Wears Prada* (2006).

In 1995, *Sharon Stone* plays the wife of De Niro in *Casino*, set in 1970's New York, where he gives her a suitcase full of jewels and watches. The scene with all the jewels on the bed is famous.

And on and on: from Glenn Close in *The Paper* (1994) to *Heat* (1995) with Al Pacino.

From *The Saint*, played by Val Kilmer in 1997 to *Nick of Time* with Johnny Deep (1998) who wore Bulgari chronographs.

Susan Sarandon appeared with a Parentesi watch alongside Gene Hackman in *Twilight* in 1998; *Mission Impossible I* and *II* and *Minority Report* with Tom Cruise (1996-2001) and *South Kensington* with Rupert Everett in 2001 also feature Bulgari watches. In *Intolerable Cruelty*, Catherine Zeta Jones carries a Bulgari handbag and wears a square watch, while in *Ocean's Twelve* she speaks the line "It 's a Bulgari job"!

The world of cinema is even more fascinating than one might believe, and it is even more so if the star is Bulgari!

THE BULGARI GROUP

**For the Key Figures on the Bulgari Group please visit page 8 and 9 of the Interactive Annual Report located on the <http://ir.bulgari.com> Web Site's Home Page
Thank you.**