

# BVLGARI

ROMA

Since 1884, Bulgari has exemplified Italian excellence. Built upon 2700 years of Roman history, Bulgari honours its rich past within its modern designs. Renowned for a stylistic audacity and a penchant for colour, a Bulgari piece is immediately recognisable. The sensuality of volume, a love of linearity, and a reverence for the art and architecture of its ancient roots – such characteristics define each creation. With a mastery of artisanal craftsmanship, Bulgari innovates the future of design, and guards the legend of exquisite beauty.

# THE ONLY ANSWER IS YES

We all live for love. And love must be celebrated.

The Bulgari bride embodies the joy of love, as radiant as a gemstone on her special day.

She laughs loudly, she dances with abandon, she sparkles with emotions,  
and she seizes this day - saying Yes to the new future ahead.

Bulgari is born of this same spirit, the exuberant love for living.

The Roman jeweller sparkles with life, reflecting its multitude of possibilities.

Glamorous, opulent, sensual, daring - Bulgari's creativity is founded  
in the monumental passions of its home city.

Elegant and exultant, a Bulgari celebration is shaped by perfect details,  
and sculpted with the colours of love.

Open to the new, choosing to commit, always moving forward,  
this is the only way to let love in and to open your heart to its beauty.

Bulgari exalts the radiance of love in the singular preciousness of its jewellery:

all that is left to do now is say Yes.



LOVE'S  
FINEST  
SYMBOL

Rare, alluring, and each one perfectly unique, diamonds are highly indestructible. Like true love, the precious diamond endures the test of time as well as the elements.

Harder than any other material, unrivalled in brilliance, diamonds are the most precious - and the most coveted - stones in the world.

Bulgari enjoys utmost renown for its gemstone and diamond expertise. Its long history with diamonds includes some of the world's most legendary examples, such as the famed 40-carat 'Pasha of Egypt' which once belonged to King Farouk.

The 'Nassak', an 89-carat pear-shaped diamond that originally adorned the Shiva statue in India's Nasik Temple, also passed through Bulgari's hands. The crown of jewelled commitment, a diamond often tops a ring, as it is the inherent jewel of love. Indeed, the word 'diamond' derives from the Latin *adamare*, 'to love passionately', and the round shape of a ring symbolises renewed beginnings. Centuries ago, the engagement ring became their symbolic union - still the recognised symbol of committed love today.

Of course, the connection between diamonds and marriage is an old love story. The very first engagement ring exchange is detailed in a document from 1503 - a ring and a diamond were joined and given as a marriage promise in Italy, in the city of Venice.

Over the years, the tradition has grown and spread, along with the love stories it has told.

A diamond lover, Bulgari is expert in buying, designing and setting fine jewels.

Adhering to the strictest international standards of precision and quality, the Bulgari Bridal Collection is characterised by a timeless aesthetic which is both bold and traditional, using peerless natural materials. Designed with joy in mind and love in its soul, the jewellery of the Bulgari Bridal Collection beautifully seals the eternal promise.







# THE BRIDAL COLLECTION

Because personal tastes are as individual as proposals, the Bulgari Bridal Collection encompasses a wide range of styles: *Incontro d'Amore*, *Torcello*, *1503*, *Griffe* and *Corona*.

Every line exemplifies the Bulgari aesthetic in its own way.

Styles run from traditional to innovative, but each is thoroughly representative of Bulgari's signature elegance.

Perfection links this distinctive elegance in each piece from the Bulgari Bridal Collection.

Bulgari engagement rings are designed to be cherished for a lifetime - even passed on to future generations.

Such lasting elegance requires the perfect setting - Bulgari's preferred metal for most engagement ring styles is platinum, as flawless as it is exquisite. Because of its purity, platinum will never fade or tarnish.

It will radiate the same luminous elegance from the wedding day to a 50<sup>th</sup> anniversary. Rarer than gold, it's also stronger than other precious jewellery metals - the perfect accompaniment to the diamond.





# INCONTRO D'AMORE

Every romance begins with that first look, the first exchange.

The *Incontro d'Amore* Collection, Italian for 'an encounter with love', captures that first moment in an eternal memory, to be worn around the finger. *Incontro d'Amore's* engagement ring blends beautiful tradition with Italian innovation; its pavé rows culminating in a diamond apex, the blending of two souls.

A union designed to last.

As natural a coupling as Bulgari and Rome.

And the first encounter, the one that began it all, becomes the *Incontro d'Amore* which joins two hearts as one.

# DEDICATA A VENEZIA

As the first engagement ring was exchanged in Venice in the early 16<sup>th</sup> century, Bulgari has dedicated a line of jewellery to this romantic Italian tradition.

Sparkling with feminine luminosity, the combination of platinum and brilliant-cut diamonds attains alchemical grace in a collection inspired by this romantic city of waterways, and the tradition that began there long ago.

*Dedicata a Venezia* (Dedicated to Venice) includes a number of platinum engagement ring styles with and without pavé diamonds, as well as a pavé diamond wedding band.

## TORCELLO

Taking its name from an island in the Venetian lagoon, the *Torcello* has a curved, four-pronged platinum setting which embraces a single brilliant-cut diamond.







#### 1503

Named for the year the first engagement ring was exchanged in Venice, the *1503* features a solitaire diamond set within a pavé background.

# GRIFFE COLLECTION

A tribute to refined elegance, these classic styles allow the precision and beauty of the solitaire diamond to assert itself: *Griffe* is the setting for connoisseurs.

In a diverse variety of cuts and shapes,  
*Griffe* Collection diamonds range from emerald to brilliant to heart-shaped.

Appropriate gifts for any special occasion,  
the *Griffe* Collection includes white gold diamond stud earrings, pendants and tennis bracelets.





# CORONA

In ancient Roman weddings, the bride wore a white dress, an orange veil, and a delicate crown of flowers in her hair. The 'crown' or *corona* in Italian, entwined with this floral aspect, inspired Bulgari's *Corona* Collection.

Such glorious symbols of celebration are echoed in the collection as the petals of a flower, or the regal prongs of a crown.

The variety of the *Corona* line makes it an ideal choice for the wedding day or beyond, including engagement rings with or without pavé, gold and diamond stud earrings, pendants, tennis bracelets and necklaces.









# B.ZERO1

B.zero1: distinctive Bulgari iconography.

Destiny married it to the Bridal Collection, as B.zero1 stands for 'Bulgari' and the 'zero1' for infinite beginnings. Engraved along the side, the BVLGARI BVLGARI logo encircles itself, an artful synthesis of tradition and innovation.

The firstborn ring of 2000 generated a lifetime of creations to follow, as the enormous success of the B.zero1 Collection has led it to become the innovative favourite of them all.

Echoing some of Bulgari's most successful jewellery designs, B.zero1 engagement rings feature a central, round, brilliant-cut diamond in a white gold setting, also available with lateral diamond pavé.

Exquisitely unique, this collection is for the woman who deserves distinction.





BVLGARI  
WEDDING  
AND  
ETERNITY  
BANDS





# WEDDING BANDS

The ultimate symbol of two hearts united, a wedding band should beautifully complement and enhance the engagement ring.

The Bulgari Bridal Collection offers a wide range of wedding bands - from classic accompaniments to gorgeous embellishments, designed to suit different tastes.

In a word, indispensable, like the gorgeous tableau created when wedding bands are worn in combination with engagement rings, just as the *Corona* wedding band fits with its V-shaped engagement rings.

Preferences vary, and some couples choose the clean lines of classic solid metal, while others opt for more sparkle.

Most Bulgari bands are also available with pavé or set diamonds, in both platinum and yellow gold models.



INCONTRO D'AMORE



CORONA



CORONA





DEDICATA A VENEZIA



MARRYME



FEDI



FEDI



INFINITO



SERPENTI



BVLGARI BVLGARI



BVLGARI BVLGARI





BVLGARI BVLGARI





B.zero1

# ETERNITY BANDS

Bulgari *Eternity bands* celebrate milestones: anniversaries, special occasions, the beauty of what life brings. Each ring is a celebration of Bulgari's diamond expertise, epitomising Bulgari's masterful way with diamonds.

*Eternity bands* can be worn alone or stacked with other rings for a dramatic look that tells a story. Contemporary yet timeless, they are the perfect symbol of continual happiness.









# THE BVLGARI DIFFERENCE

All jewellery is not created equal. Bulgari believes jewellery only serves its function if exquisite.

By balancing style and substance, masterful techniques and the finest materials,

Bulgari is able to achieve its unmistakable essence.

Highly-trained craftsmen are required for each step of the jewellery-making process.

From the sourcing of precious materials to the final polish, the procedures are exhaustive,

and thoroughly indispensable. Only a small percentage of diamonds are of gem quality.

Of these, an even smaller percentage passes Bulgari's strict criteria to become Bulgari jewellery.

All Bulgari diamonds are analysed, examined and chosen with meticulous attention to detail,  
ensuring they are the world's finest.

As an established global luxury brand with a reputation for outstanding quality,  
Bulgari stands behind each of its creations, from point of purchase to lifetime satisfaction.

As a further testament to quality, each piece comes  
with certification from the Gemological Institute of America (GIA),  
creator of the 4Cs and the world's largest,  
most well-respected institute of gemmological research and standards.



# THE DIAMOND

The diamond is renowned for its splendour and luminosity. Its purity and uniqueness are determined by four factors commonly known as the "Four Cs":

- 1 COLOUR
- 2 CLARITY
- 3 CUT
- 4 CARAT WEIGHT



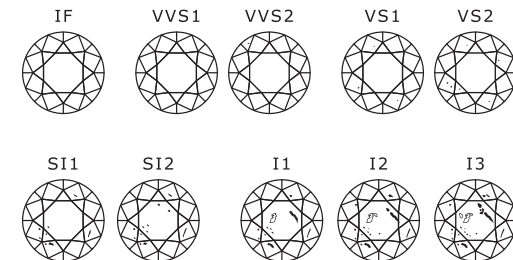
# COLOUR

Colour grading is a fundamental element of diamond quality. Although many diamonds could appear colourless to the untrained eye, most stones have a colour veering slightly toward yellow or brown. Less colour means a higher value and rarity. The value of a diamond can vary considerably with even the slightest increase of yellow or brown in the colour spectrum. Bulgari diamonds are classified according to the GIA standards that rate diamonds on a scale from D to Z, in descending order. Bulgari diamonds only belong to the top range, from D to H. Nature also offers us 'fancy colour diamonds' such as yellow, green, blue and pink. Fancy colour diamonds are rare, precious gems that combine the transparency, fire, sparkle and durability of diamonds with the vividness of coloured gemstones.

COLOURLESS	D	E	F					
NEAR COLOURLESS	G	H	I	J				
FAINT YELLOW	K	L	M					
VERY LIGHT YELLOW	N	O	P	Q	R			
LIGHT YELLOW	S	T	U	V	W	X	Y	Z

# CLARITY

A diamond is flawless if no 'inclusions', or flaws, are detectable at 10x magnification. The number, position, type, colour and prominence of internal inclusions and the external aspects of a diamond are what determine its clarity grade. Truly flawless diamonds are extremely rare. Most diamonds have natural inclusions that are invisible to the naked eye and do not affect their beauty. Diamond clarity is classified according to the GIA standard, on a scale of 11 grades. Bulgari only selects diamonds belonging to the top quality grades ranging from IF to VS, meaning not even the smallest inclusion will be visible to the naked eye. Bulgari's gemmological lab carefully examines every single diamond to ensure conformity with its renowned, rigorous standards.



# CUT

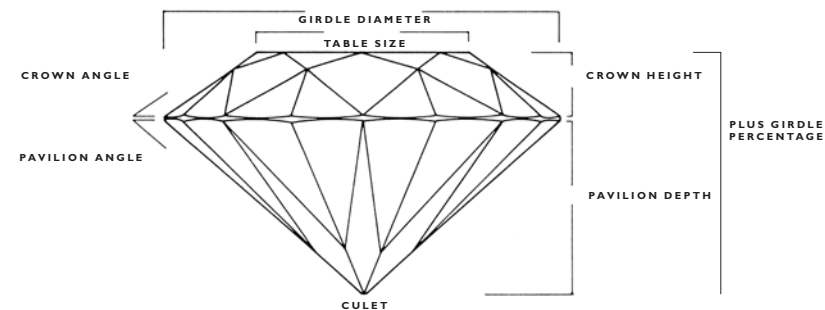
The cut is of utmost importance for enhancing a diamond's ability to capture and reflect light. A well-cut diamond is best able to reveal its splendour and brilliance.

A brilliant-cut diamond must have 58 carefully aligned facets (57 if the culet is excluded). To achieve perfection, the diamond cutter uses a precise reciprocal geometric ratio to skilfully determine every facet and angle of the stone. This same meticulous attention to symmetry, polish and proportion contributes to the overall appearance of a cut diamond. As a result, the diamond becomes a veritable light-reflecting mirror, obtaining maximum value, brilliance and dispersion.

Only stones cut with correct proportions and an exacting finish become Bulgari diamonds. Bulgari uses the GIA cut scale, which ranges from Excellent to Poor. For single round diamonds set into Bridal Collection jewels, Bulgari only selects stones with the highest cut grades, from Excellent to Very Good.

At the mention of the word diamond, people usually imagine a round, brilliant cut. However, the world's most famous diamonds are almost always in a distinctive fancy shape. Bulgari's jewellery collection features several fancy shape diamonds, including emerald, pear, oval and heart.

A Bulgari fancy shape stone must not only be symmetrical, but also have 'visual appeal': it has to be gracefully elegant and attractive. Bulgari fancy shape diamonds are not only inherently unique, but also feature the finest proportions and finishes to ensure maximum brilliance and light dispersion.



SQUARE



MARQUISE



OVAL



PEAR



HEART



EMERALD

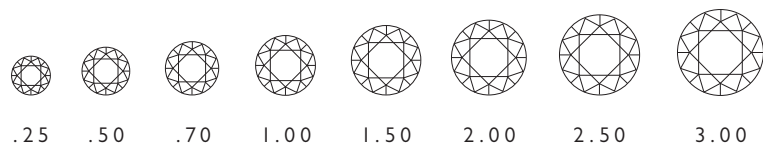


BRILLIANT

# CARAT

The carat is the unit of weight used for a diamond. The size of a diamond can directly increase its value and rarity, but size is less important if the diamond is not paired with a good grade of colour and clarity, or if it is not cut to proper proportions. Indeed, two stones with the same carat weight may have very different values depending on their other characteristics.

Nevertheless, size does indeed contribute to increased value, as large stones are rarer than small ones. Bulgari diamonds offer the best combination of all these elements, and any Bulgari representative can offer guidance in selecting one of its stones of utmost quality.







# THE CERTIFICATE

Expert gemmologists at Bulgari's in-house gemmological laboratory analyse every diamond to ensure that each stone conforms to Bulgari's high standards.

With such care and attention used to select the stones, Bulgari diamonds are renowned for their exceptional quality and value. Bulgari accompanies its collection of solitaire diamonds with a diamond certificate from the Gemological Institute of America (GIA) which fully describes and authenticates its quality.

The GIA is an independent institution and the world's foremost authority in diamond grading; a GIA certificate guarantees an impartial evaluation of Bulgari diamonds. It accompanies all Bridal Collection jewels carrying a single stone weighing 0.18 ct or more.

# KIMBERLEY PROCESS CERTIFICATION

'Conflict diamonds' are diamonds illegally traded to fund conflicts, civil wars and human rights abuses, a practice Bulgari seeks to discourage.

In 2000, an international certification agreement was reached, known as the Kimberley Process Certification Scheme. According to the scheme, rough diamonds must now be accompanied by a government-validated certificate stating they are non-conflict diamonds. The Kimberley Process Certification Scheme has been adopted by the vast majority of countries participating in the project, including those of the European Union. To support this effort, Bulgari only buys polished diamonds, and works with carefully selected diamond suppliers based in countries that adhere to the Kimberley Process.

In 2006, Bulgari became a member of the Council for Responsible Jewellery Practices (CRJP), a non-profit organisation that promotes responsible ethical, social, and environmental practices throughout the diamond and gold jewellery supply chain, from mining to retail.

In December 2011, Bulgari became a CRJP certified member by demonstrating responsible business practices that conform to the CRJP's standards throughout its entire jewellery supply chain.

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