

# BEWITCHING BVLGARI

THE BVLGARI-BVLGARI TOURBILLON IS A FASCINATING IMPROVEMENT TO THE ORIGINAL CLASSIC THAT CONTINUES TO REMAIN A BESTSELLER, WRITES SAVIA RAJAGOPAL



For me, calling at a Bvlgari shop is like visiting the best exhibition of contemporary art,\* an infamous statement made by Andy Warhol which reflects many a connoisseur's emotions when it comes to purchasing an exquisite Bvlgari watch. While it is known for its technological acumen, it still maintains the intrinsic artistry it is famous for. It remains a brand that one can rely on for distinctive yet contemporary style, that's constantly innovating and pushing frontiers in the watch-making realm.

Descending from a Greek family, the Bvlgaris\* were professional silversmiths from a small village called Epirus. The founding member of the family, Sotirio made precious silver objects and emigrated to Italy in the 1870s. His business found success as his unique style of workmanship impressed many. He later opened many sub-

sidaries which were run by relatives and family. However, later on, he decided to concentrate in one location, Rome, so as to excel in the art of jewellery and silver making.

Sotirio's sons were instrumental in furthering the legacy of their father in the early decades of the 20th century. Giorgio and Costantino learnt trade secrets from their father on the job and later took over his enterprise. It was the post World War II period that marked a turning point in the history of Bvlgari. This phase marked moving away from the dominant French school to create a style that blended Greek and Roman classicism, the Italian Renaissance and the 19th century Roman school of goldsmiths.

It was in the 1940s that Bvlgari began producing watches. However, it was only by the 1970s that the group made an entry into the fine watch-mak-

found embedded on the bracelet to make it look a tad different."

### BRACING FASHION...

Fashion houses have always caught onto trends and many labels have been known to create charm bracelets specifically to suit different lines. Louis Vuitton, in its Spring Summer collection 2006, unveiled 'Charms Extraordinaires' - a collection that strings together elements from LV's long history. The charms from LV are signature emblems, in enamel, coloured in yellow, purple, pink or red. The padlocks and LV signature are adorned with diamonds in white gold while the aeroplane is made of white and yellow gold, also adorned with diamonds. Creative designer, Marc Jacobs, Louis Vuitton, reignited interest in charm bracelets way back in 2001, and the historical legacy of the house can be found through these charms. Chanel, too, created the 'Russian doll charm bracelets', the 'Icon charm bracelets', and 'Pirate charm bracelets' amongst others. Piaget also features a charm bracelet in its exquisite Piaget d'or collection. The charms can be interchanged and therefore allow more options to the wearer to change the look of the bracelet according to her whim and fancy,



### WATCH THAT CHARM...

And if you thought charm bracelets were only for sentimental fools, you'd be mistaken.

Charm bracelet watches too are a popular choice, which feature a tiny watch as one of the charms that dangle from the chain. Gucci's 'G Charms Watch' is adorned by four charms - 'GG', 'bamboo', 'boot' and 'dog tag', all which pay tribute to the fashion house's luminous legacy. The bracelet along with the charms is made of stainless steel and showcases a stylish way to wear your charms.

Citizen watches has recently launched a new charm bracelet watch that seeks to combine femininity and utility, offering the consumer, both a bracelet as well the loyal timekeeper-a watch. The 'Charms Bracelet Watch' has a mother-of-pearl dial and Swarovski crystals and aims to provide a stylish fashionable accessory. Hideaki Nakazaki, Managing Director, Citizen Watches (India) Pvt. Limited says, "The Eco-Drive Charm Bracelet Watch is not only stylish and elegant but is also an advanced piece of technology. The watch was designed keeping in mind that it would find its place on the urban women's wrist as not only a watch but a jewellery piece as well."





ing sector. Thus, Nuchatel, Switzerland was made home to Bvlgari Time in the early 1980s, which is still home to the creation and production process of all Bvlgari timepieces. It was in June, 2000 that the Bvlgari Group reached an agreement with The Hour Glass and acquired Gerald Genta S.A and Daniel Roth S.A, Swiss leader in high-end watch making. This acquisition gave rise to a new company: Daniel Roth and Gerald Genta Haute Horlogerie S.A. The Daniel Roth tourbillon features in the newest limited edition watches — the Bvlgari-Bvlgari Tourbillon and the Minute Repeater.

Amongst the classic Bvlgari creations is the Bvlgari-Bvlgari watch which was the first Bvlgari timepiece to be produced on a large scale in 1977. The inspiration for the name is derived from the double engraving of the logo on its bezel. This timeless watch has been reinvented over the years and has taken on a variety of versions and sizes — whether it's been in white or the more traditional yellow gold, or in steel with leather straps in a variety of colours and a metal bracelet in gold or steel. It's no surprise that this timepiece from Bvlgari continues to be a best seller. Infamous from this reputable brand is the Grandes Complications watches, representative of the watch's status in the formidable world of luxury watch-making. The series which was presented and created entirely by the Basel Group is available in a limited edition series called the Tourbillon and the Minute Repeater. The watches made by Bvlgari have

always borne the characteristic high quality precision of Swiss watch-making, and cater to both the men and women segments, and the latest creations from Bvlgari are no different.

The 'Tourbillon' watch features a very complicated movement and has an opening at the six o'clock position that allows one to have a better view and gain greater appreciation of the Tourbillon movement in the round case. This timepiece from the watch-making extraordinaire, is a limited edition watch in 38mm yellow-gold or white-gold case. The strap always adds character to a watch and this timepiece is no different, as it has a crocodile strap available in two colours — black or brown. Being Swiss made and naturally known for its precision and technical virtuosity, this watch is equipped with a Daniel Roth Tourbillon movement. The transparent sapphire back case of the Bvlgari-Bvlgari tourbillon allows a view of the tourbillon movement with a 64-hour power reserve and is water resistant to 30 metres.

Although Bvlgari has diversified its business into other luxury items, its forte remains with watches and this limited edition watch showcases the brand as its prestigious best. It is an improvement on the original classic and only furthers the legacy of the brand as a reputable watch brand that constantly innovates and seeks further improvements. Not one to rest on its laurels, you can be sure that Bvlgari will continue to startle and fascinate one and all, with its motto of excellence and perfection.

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