

**BVLGARI**

**BRAND INTRODUCTION  
&  
GUEST COLLECTION PRESENTATION**

\* LA BELLEZZA \*

**BVLGARI**

*Since 1884*



BVLGARI IS THE  
**MAGNIFICENT**  
AND  
**CONTEMPORARY**  
ROMAN HIGH  
JEWELER, MASTER OF  
**COLORED GEMS.**



\* LA BELLEZZA \*

BVLGARI

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Since 1884



«WE ARE VERY REVERENT OF THE PAST, AND WHILE INSPIRATION IS A FANTASTIC THING, YOU MUST TRANSLATE BOTH INTO SOMETHING THAT WORKS TODAY AND EVEN TOMORROW TO BE SUCCESSFUL».

- NICOLA BULGARI

# BVLGARI

Our codes



A CONTEMPORARY  
REINTERPRETATION  
OF ROMAN ROOTS & HERITAGE



ALWAYS DISRUPTIVE FOR ITS  
TIME AND INDUSTRY



GLAMOUR AND BOLD  
CAPTURING DOLCE VITA  
LIFESTYLE AND HOLLYWOOD  
STARS REFINEMENT



BEING ROMAN  
AS A WAY OF LIFE:  
INFORMAL, EXUBERANT,  
JOYFUL

# BVLGARI

*Fight against Covid-19*



HAND SANITIZER GEL  
DONATIONS TO FIGHT  
CORONAVIRUS IN ITALY,  
SWITZERLAND, JAPAN AND  
THE UK



DONATION TO THE RESEARCH  
DEPARTMENT OF THE  
LAZZARO SPALLANZANI  
HOSPITAL IN ROME & 3D  
MICROSCOPE INAUGURATION.



BVLGARI VIRUS FREE FUND  
SUPPORTING INSTITUTIONS &  
UNIVERSITIES TO ACCELERATE  
COVID-19 VACCINE  
DEVELOPMENT

**BVLGARI**

*Philanthropy*



PARTNERSHIP WITH  
**SAVE THE CHILDREN** SINCE 2009.  
ALMOST **\$100 MILLION** RAISED  
THROUGH SALES OF CUSTOM-  
DESIGNED JEWELS TO BENEFIT  
OVER  
**2 MILLION CHILDREN** ACROSS THE  
WORLD.



# BVLGARI

## Sustainability Journey

BVLGARI HAS DEFINED A SUSTAINABILITY JOURNEY FOR THE CONTINUOUS IMPROVEMENT OF SOCIAL AND ENVIRONMENTAL PERFORMANCES



BVLGARI EMBODIES VISION OF RESPONSIBLE LUXURY WITH SUPPORT FOR "FLOWER GEMS OF INDIA" INITIATIVE ALONGSIDE FIRMENICH AND JASMINE CONCRETE

EAU PARFUMÉE UNIVERSE

\* LA BELLEZZA \*



BVLGARI

# EAU PARFUMÉE



## HERITAGE

1992: EAU PARFUMÉE AU THÉ VERT  
BVLGARI FIRST FRAGRANCE,  
A LUXURY COLOGNE FOR MEN & WOMEN

INTRODUCED IN THE BVLGARI BOUTIQUES  
AS A WELCOMING GESTURE TO REFRESH CUSTOMERS  
INSPIRED BY JAPANESE TEA CEREMONY

# EAU PARFUMÉE

*An Invitation to Wellness*

*Eau  
Parfumée*



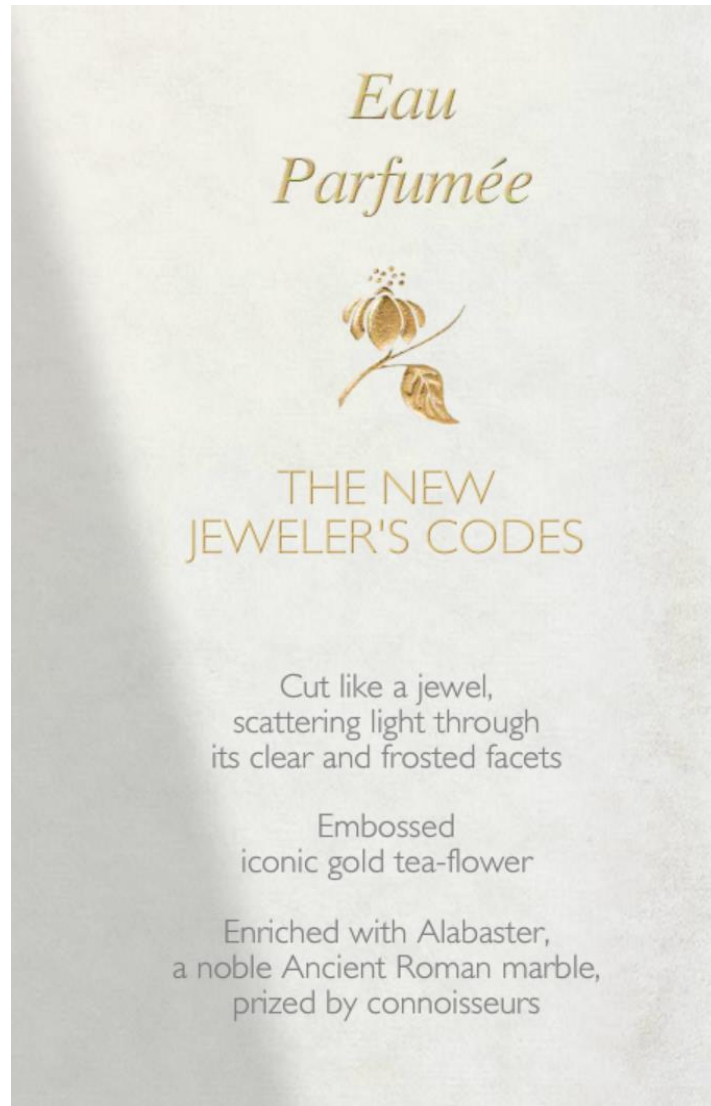
A luxury Cologne Collection  
for men and women

Inspired by tea and its most  
beneficial properties,  
BVLGARI invited an exclusive  
gallery of master perfumers  
to capture the precious  
qualities of tea



# EAU PARFUMÉE

*An Iconic Design*



EAU PARFUMÉE GUEST COLLECTION



\* LA BELLEZZA \*

BVLGARI

# EAU PARFUMÉE AU THE VERT

## AN AUDACIOUS MASTERPIECE

Signed by Master Perfumer  
Jean-Claude Ellena in 1992

Capturing the essence  
of green tea

A breakthrough in the art  
of modern perfumery

A work of limpid beauty,  
acclaimed by connoisseurs

*“Back in 1992, this very personal  
interpretation of Green Tea was  
perceived as almost too original.  
Bulgari was a pioneer and immediately  
adopted my vision: a sense of hospitality  
and well-being.”*

Jean-Claude Ellena



# A REVIVALIZING FRESHNESS OF REFINED ELEGANCE

EAU PARFUMÉE AU THÉ VERT  
Eau de Cologne

*Refreshing · Vitalizing · Awakening*



*Top notes*

ITALIAN  
BERGAMOT  
GREEN  
PEPPER



*Heart notes*

GREEN TEA  
ACCORD  
CARDAMOM



*Dry down notes*

BEESWAX  
TONKA BEAN

# EAU PARFUMÉE AU THE VERT

40ml assortment, 50gr milled soap, oshibori, travel-size fragrance



Bottles are made of 100% RPET (recycled & recyclable plastic).

## EAU PARFUMÉE AU THE VERT

75ml assortment, 75gr milled soap, 50gr transparent soap, oshibori, travel-size fragrance



Bottles are made of 100% RPET (recycled & recyclable plastic).

# EAU PARFUMÉE AU THÉ VERT

300ml assortment



Bottles are made of 97% RPET (recycled & recyclable plastic).

# EAU PARFUMÉE AU THÉ BLANC



# A DELICATE FRAGRANCE EVOKING DEEP RELAXATION

## EAU PARFUMÉE AU THÉ BLANC Eau de Cologne

*Serenity • Comfort • Intimate*



*Top notes*

ARTEMISIA  
WHITE  
PEPPER

*Heart notes*

WHITE TEA  
ACCORD  
AMBRETTE

*Dry down notes*

MUSK  
WOODY  
AMBER

# EAU PARFUMÉE AU THE BLANC

40ml assortment, 50gr milled soap, oshibori, travel-size fragrance



Bottles are made of 100% RPET (recycled & recyclable plastic).

# EAU PARFUMÉE AU THE BLANC

75ml assortment, 75gr milled soap, oshibori, travel-size fragrance



Bottles are made of 100% RPET (recycled & recyclable plastic).

# EAU PARFUMÉE AU THÉ BLANC

300ml assortment



Bottles are made of 100% RPET (recycled & recyclable plastic).

# BVLGARI TRANSVERSAL ANCILLARIES

*Face emulsion, after shave balm, hand cream, lip balm*



Bottles are made of 100% RPET (recycled & recyclable plastic).

# BVLGARI SINGLE RACK DISPENSER WALL HOLDER



THANK YOU

\* LA BELLEZZA \*



BVLGARI