

BVLGARI
ROMA

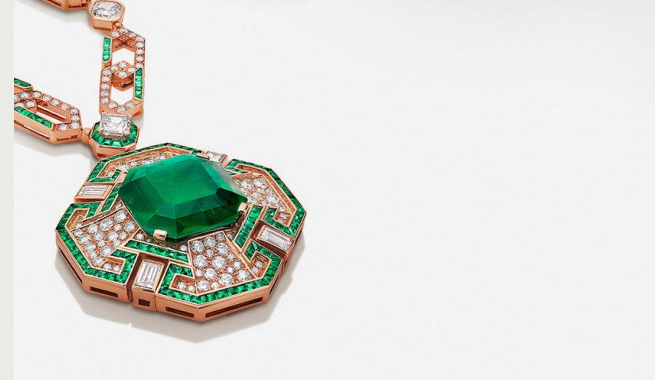
BRAND INTRODUCTION
&
GUEST COLLECTION PRESENTATION

* ELEVATE EXPERIENCE *

PRESENTATION OVERVIEW

- I. **BVLGARI**
- II. EAU PARFUMEE UNIVERSE
- III. GUEST COLLECTION
- IV. ECO-SUSTAINABILITY

BVLGARI SINCE 1884



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

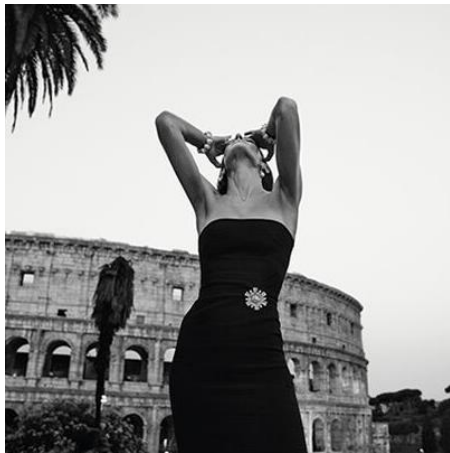




“WE ARE VERY
REVERENT OF THE
PAST, AND WHILE
INSPIRATION IS A
FANTASTIC THING,
YOU MUST
TRANSLATE BOTH
INTO SOMETHING
THAT WORKS
TODAY AND EVEN
TOMORROW TO BE
SUCCESSFUL.”

- NICOLA BVLGARI

BVLGARI 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'S FIGHT AGAINST CORONAVIRUS



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

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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

AN INVITATION TO WELLNESS

Eau Parfumée

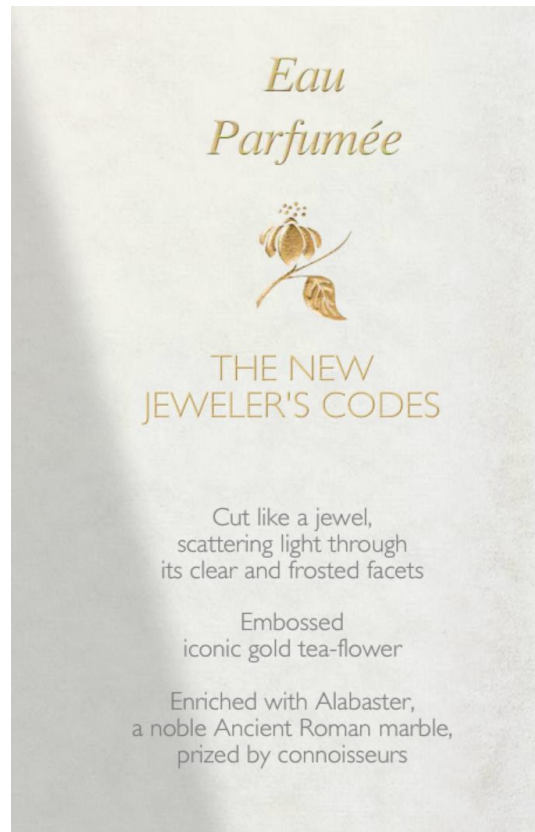


A luxury Cologne Collection
for men and women

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



AN ICONIC DESIGN



EAU PARFUMÉE

THE BVLGARI LUXURY COLOGNE COLLECTION
SIGNED BY THE MOST EXCLUSIVE MASTER-PERFUMERS



*Eau Parfumée
au thé vert*

Jean-Claude Ellena



*Eau Parfumée
au thé blanc*

Jacques Cavallier

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BVLGARI EAU PARFUMÉE AU THÉ VERT

AN AUDACIOUS MASTERPIECE

Signed by Master Perfumer
Jean-Claude Ellena in 1992

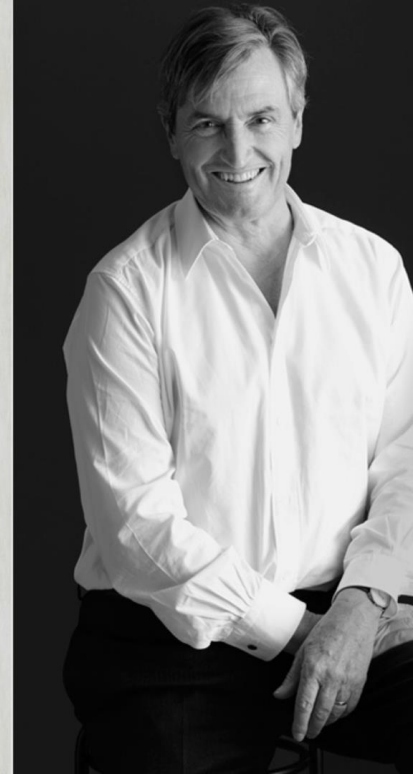
Capturing the essence
of green tea

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 REVIZALIZING FRESHNESS OF REFINED ELEGANCE

EAU PARFUMÉE AU THÉ VERT Eau de Cologne

Refreshing · Vitalizing · Awaking



Top notes

ITALIAN
BERGAMOT
GREEN
PEPPER



Heart notes

GREEN TEA
ACCORD
CARDAMOM



Dry down notes

BEESWAX
TONKA BEAN

EAU PARFUMÉE AU THÉ VERT



EAU PARFUMÉE AU THÉ VERT



SHAMPOO&SHOWER GEL, SHAMPOO, HAIR CONDITIONER, BODY LOTION
40ml | 75ml



MILLED SOAP
50gr | 75gr



EAU DE COLOGNE
10ml



AFTER SHAVE BALM
40ml



OSHIBORI
12gr



TRANSPARENT SOAP
50gr

EAU PARFUMÉE AU THÉ VERT



EAU DE COLOGNE
75ml



GUEST COLLECTION BOX
10ml fragrance, 4 liquids 75ml, soap 50gr, 2x oshiboris

EAU PARFUMÉE AU THÉ VERT



HAND LIQUID SOAP and HAND LOTION

300ml | non-refillable dispenser

BVLGARI 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 THÉ BLANC



EAU PARFUMÉE AU THÉ BLANC



SHAMPOO&SHOWER GEL, SHAMPOO, HAIR CONDITIONER, BODY LOTION
40ml | 75ml



MILLED SOAP
50gr | 75gr



OSHIBORI
12gr



EAU DE COLOGNE
10 ml

EAU PARFUMÉE AU THÉ BLANC



EAU DE COLOGNE
75ml



GUEST COLLECTION BOX
10ml fragrance, 4 liquids 75ml, soap 50gr, 2x oshiboris

EAU PARFUMÉE AU THÉ BLANC



HAND LIQUID SOAP and HAND LOTION
300ml | non-refillable dispenser

BVLGARI TRANSVERSAL ANCILLARIES



AFTER SHAVE BALM
40ml



SHAVING GEL
40ml



NOURISHING FACE EMULSION
40ml



LIP BALM
7ml



NOURISHING HAND CREAM
15ml

BVLGARI PRESENTATION TRAY



SEMI-TRANSPARENT PLEXI TRAY
WITH BVLGARI LOGO AND TEA FLOWER SERIGRAPHY

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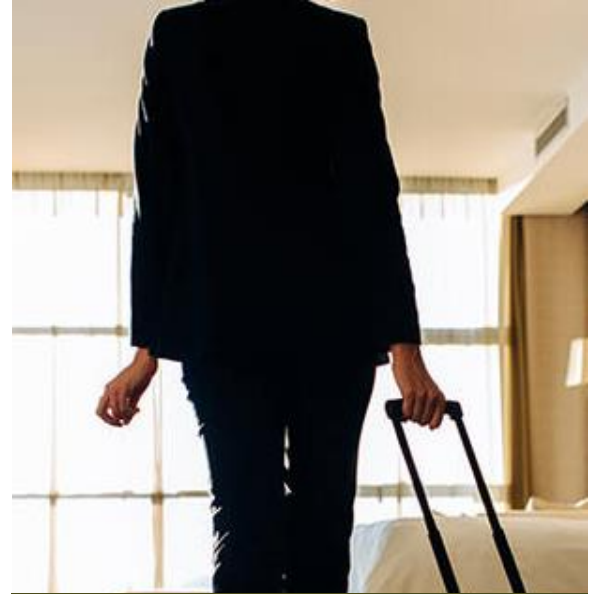
SUSTAINABILITY: A NEW CHALLENGE FOR BVLGARI



REGULATORY CONTEXT

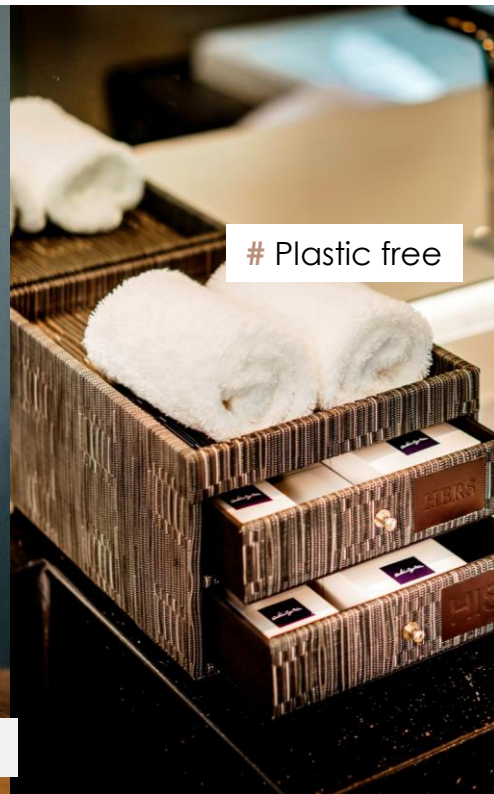


SUSTAINABLE MOVEMENT

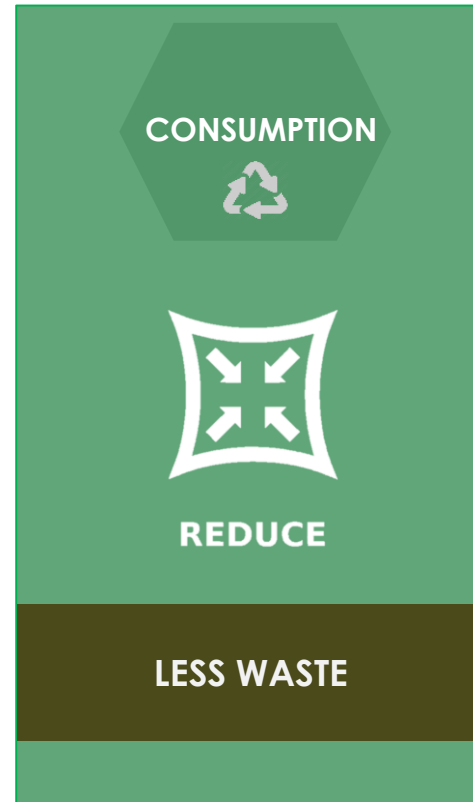


CUSTOMERS EXPECTATIONS

MARKET TRENDS TOWARDS NEW PRODUCT CONCEPTION & USAGE



BVLGARI IMPROVING ITS ENTIRE PRODUCT LIFE CYCLE



BRINGING RECYCLED MATERIALS IN OUR ICONIC ASSORTMENT



TRANSFORMING OUR MOST ICONIC ASSORTMENT

ALL BOTTLES MADE FROM
100% RECYCLED PLASTIC
ON 40ML & 75ML FORMATS

Eau Parfumée Thé Vert
&
Eau Parfumée Thé Blanc

ENABLING CONSUMPTION HABITS IMPROVEMENT TO REDUCE WASTE

CONSUMPTION



A LUXURY ALTERNATIVE

BVLGARI EXCLUSIVE DESIGN
300ML DISPENSER
IN RECYCLED PLASTIC

Full assortment available : Bath&Shower Gel, Shampoo, Hair Conditioner, Body Lotion, Hand Liquid Soap, Hand Lotion



A PRODUCT DESIGN DEDICATED TO FUNCTIONALITY



POWERFUL PUMP DELIVERING A COPIOUS PRODUCT DOSE WITH
ANTI-CONTAMINATION SYSTEM



HOLDER GUARANTEEING NO MOVEMENT WHILE USING THE
DISPENSER and **ANTI-THEFT SYSTEM**



HIGHLY QUALITATIVE & DISTINCTIVE **BVLGARI DESIGN**



PRODUCT **LEVEL EASILY MONITORED** THROUGH THE SIDE WINDOW
WHILE REMAINING DISCREET FOR CLIENTS



EASILY READABLE LABELS

BVLGARI
ROMA

THANK YOU

* ELEVATE EXPERIENCE *