

# BVLGARI

ROMA

JULY 2016 COLLECTION  
PRODUCT ID  
SUN



© 2016 Luxottica Group. All images and text in this material are protected by copyright laws and are for internal use only. They may not be used or reproduced in any form or manner without the prior written permission of Luxottica Group, or in the case of third party materials, the owner of that content.



BV 8182B

# BVLGARI

- COLLECTION JULY 2016 - SUN
- SEGMENT MAGNIFICA
- THEME NAME SERPENTI – SPECIAL PROJECT

## HOW TO TELL THE STORY

- Inspired by the captivating, faceted SERPENTI jewels, this MAGNIFICA Special Edition marks an evolution in the iconic glamour of BVLGARI eyewear with a dazzling display of 21st century luxury.
- The bold, faceted volumes of this powerful, yet lightweight squared nylon fibre sun shape are designed to capture light just like the angled cut of a jewel. Meticulously applied enamel and sparkling Austrian crystals adorn the temple décor to embody the legendary craftsmanship of BVLGARI, while the rich palette and premium quality sun lenses in complementary tones ensure a total look.

## FEATURES

Gender	Woman
Front Material	Nylon Fibre
Temple Material	Nylon Fibre
Size/Bridge/B/ED/Temple	55/17/49.6/59.8/140

Colours	Front/ Temple	Metal Detail	Strass/ Enamel	Lens
901/8G	Black/ Black	Silver Gold	Crystal/ Blue	8G Grey Gradient
977/13	Havana S9/ Havana S9	Pale Gold	Crystal/ Malachite	13 Brown Gradient
1118/8H	Red/ Red	Pink Gold	Crystal Satin/ Rubellite	8H Pink Gradient
1119/8G	Grey/ Grey	Pink Gold	Crystal Silver Shade/ Rubellite	8G Grey Gradient

## KEY SELLING POINTS

- This powerful shape is perfect for audacious women who value the eternal spirit of BVLGARI heritage and opulent glamour of dazzling modern luxury.
- The meticulously handcrafted luxury décor – Jewel-cut faceting, rich pools of enamel and sparkling Austrian crystals – embody the noble beauty of MAGNIFICA SERPENTI, par excellence.
- A limited selection of feminine colours and deep classics offers both modern style for women with flair as well as easy to match versatility of rich black and havana.
- High quality sun lenses in complementary tones ensure 100% protection from harmful UV rays for safe, protected vision.
- Featured in the FW16 ADV Campaign.

## PRESCRIPTION

- Rx-Able: Yes, Standard.





BV 8181B

# BVLGARI

- COLLECTION JULY 2016 - SUN
- SEGMENT MAGNIFICA
- THEME NAME SERPENTI – SPECIAL PROJECT

## HOW TO TELL THE STORY

- The hypnotic beauty of legendary SERPENTI jewels – symbols of seduction, rebirth and transformation – , evoke shimmering visions of contemporary luxury with seductive jewel-inspired allure.
- This oversize square sun shape in premium acetate flaunts fine, linear nylon fibre temples with the new Serpenti décor featuring 112 hand set Austrian crystals and 8 enamel inserts in jewel tones, as well as a playful colour selection that includes versatile classics, luminous bi-layer pearl & glitter variations and shimmering mesh colours for a pure luxury look with contemporary flair.

## FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Acetate
Size/Bridge/B/ED/Temple	56/17/50.4/62.4/140

## KEY SELLING POINTS

- This glamorous shape represents MAGNIFICA women who love the eternal glamour of BVLGARI heritage and the sparkling spirit of contemporary luxury.
- Meticulously handcrafted décor – 112 manually assembled Austrian crystals and fine hand applied enamel inserts offer the ultimate in luxury finishes.
- The modern colour palette offers a playful selection of rich classics with luminous variations on shimmering pearlescent and glitter colours for an alluring take on feminine luxury flair, while one plain black SKU offers great versatility and a more classic style.
- High quality sun lenses in complementary tones ensure 100% protection from harmful UV rays for safe, protected vision.
- Asian fitting available on 3 SKUs.

Colours	Front/ Temple Tip	Metal Detail	Strass/ Enamel	Lens
5417/8G	Black/ Black	Pale Gold	Crystal/ Malachite	8G Grey Gradient
5353/13	Havana & Glitter/ Havana	Pale Gold	Crystal/ MOP	13 Brown Gradient
5418/8H	Anthracite/ Grey	Pink Gold	Crystal/ Malachite	8H Pink Gradient
5419/8G	Violet And Pearl Grey/ Grey	Silver Gold	Crystal/ Amethyst	8G Grey Gradient
5420/5A	Black Gold Mesh/ Black	Pale Gold	Crystal Silver Shade/ Black	5A Pink Gold Mirrored

## PRESCRIPTION

- Rx-Able: Yes, Standard.



BV 8185B

# BVLGARI

- COLLECTION JULY 2016 - SUN
- SEGMENT MAGNIFICA
- THEME NAME SERPENTI – SPECIAL PROJECT

## HOW TO TELL THE STORY

- Inspired by a legend of BVLGARI® jewellery design, mythical serpents are transformed into stylized visions of hypnotic beauty, making intricate luxury a structural part of contemporary glamour.
- This glamorous squared sun shape in premium quality acetate features a bold frontal and high set, tapered nylon fibre temples with a luxurious Serpenti décor that is embellished with precious Austrian crystals and fine enamel. Luminous colours and modern sun lenses in soft tones and modern mirror shades further enhance the aesthetic and vision comfort of this luxury frame.

## FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Nylon Fibre
Size/Bridge/B/ED/Temple	55/19/50.1/59.6/145

## KEY SELLING POINTS

- This bold contemporary shape is designed for women who have the courage to assert the stylish spirit of modern glamour and flawless functionality of pure luxury.
- The painstakingly handcrafted, functional décor features fine Austrian crystals and shimmering enamel inserts, to offer the ultimate in dazzling finishes for a flawlessly functional luxury style.
- Soft, feminine tones, shimmering effects and luminous monotone classics ensures the colour selection includes both modern colours for women seeking a touch of feminine flair and the versatility of deep black and havana.
- High quality sun lenses in complementary tones and edgy modern mirror shades ensure 100% protection from harmful UV rays for safe, protected vision and enhanced vision comfort in bright light.
- Asian fitting available on 3 SKUs.

Colours	Front/ Temple	Metal Detail	Enamel	Lens
5412/8G	Bvlgari Black Mamba/ Black	Silver Gold	Crystal/ Black	8G Grey Gradient
504/13	Havana S9/ Havana S9	Pale Gold	Crystal/ Malachite	13 Brown Gradient
5421/5A	Crystal Goldmesh Black/ Black	Pink Gold	Jet/ Gold	5A Gold Mirrored
5382/F9	Turtledove/ Turtledove	Pale Gold	Crystal/ MOP	5A Pink Mirrored

## PRESCRIPTION

- Rx-Able: Yes, Standard.



BV 8180B

# BVLGARI

- COLLECTION JULY 2016 - SUN
- SEGMENT MAGNIFICA
- THEME NAME PARENTESI

## HOW TO TELL THE STORY

- Parentesi, one of the most successful and elegant lines, draws its inspiration from the ancient interlocking paving stones of Rome
- BVLGARI's legendary aesthetic of glamorous elegance transforms luminous textures and the timeless design of the Parentesi jewellery collection into modern masterpieces of eyewear style.
- The bold volumes, and softly curved temples of this glamorous square sun shape feature the glamorous new Parentesi décor, featuring 40 brilliant-cut Pavé set Austrian crystals and perfectly engineered integrated hinges offer a flawless finish, while soft gradient lenses, including a polar version ensure 100% protected, glare-free vision.

## FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Acetate
Size/Bridge/B/ED/Temple	57/17/50.1/59.9/140

Colours	Front/ Temple	Metal Detail	Strass	Lens
501/8G	Black/ Black	Pink Gold	Crystal	8G Grey Gradient
504/T5	Havana/ Havana	Silver Gold	Crystal	T5 Brown Gradient Polar
5413/13	Blonde Horn/ Blonde Horn	Pale Gold	Crystal	13 Brown Gradient
5414/8H	Pink Horn/ Blonde Horn	Pale Gold	Crystal	8H Pink Gradient

## KEY SELLING POINTS

- This glamorous look expresses the discerning, yet somehow audacious elegance of timeless women who cherish the magnificent heritage of BVLGARI jewels.
- Meticulously handcrafted, jewel-inspired embellishments are manually assembled for the ultimate in luxury quality finishes, and shimmering finesse.
- Heritage inspired horn tones and rich monotone classics offer a varied colour selection that includes both luminous heritage inspired colours and the versatility of classic havana and deep black for easy to match, everyday wear.
- High quality sun lenses, including advanced polar options, in complementary tones ensure 100% protection from harmful UV rays for safe, protected vision and enhanced, glare-free clarity in very bright light.

## PRESCRIPTION

- Rx-Able: Yes, Standard.





BV 6086B

# BVLGARI

- COLLECTION JULY 2016 - SUN
- SEGMENT DOLCEVITA
- THEME NAME DIVAS' DREAM

## HOW TO TELL THE STORY

- Inspired by the delicate motifs of the ancient mosaics in the Roman Baths of Caracalla, the perfect symmetry of the Ginko fan is reinterpreted in a iconic execution.
- Ethereal forms and captivating details capture the immortal essence of DIVAS' DREAM in a luxuriant, yet delicate tribute to the jewel-inspired sophistication of timeless BVLGARI design.
- This fine double bridge metal pilot sun shape features slim tapered temples with Ginko fan décor in polished golden metal and enameled gem tones offset by rich havana, black and opal red acetates. Gradient, polar and mirror lens options in feminine tones complete the offer for a variety of distinctive looks and 100% protected, glare-free vision.

## FEATURES

Gender	Woman
Front Material	Metal
Temple Material	Acetate
Size/Bridge/B/ED/Temple	60/16/51.3/67.8/135

Colours	Temple	Metal Detail	Strass/ Enamel	Lens
278/T5	Havana S9	Pale Gold	Crystal/ MOP	T5 Polar Brown Gradient
2014/8G	Black	Pink Gold	Crystal/ Black	8G Grey Gradient
389/5A	Opal Red	Pink Gold	Crystal/ MOP	5A Mirrored Pink Gold
239/6G	Black	Pink Gold	Crystal/ Turquoise	6 Mirrored Silver Gold

## KEY SELLING POINTS

- Designed for modern women who love to reinvent the aesthetic of understated luxury with a distinctive edge, the unique profiles of this jewel-inspired aesthetic offer a look of charismatic elegance with a delicate touch of luxury.
- True to BVLGARI tradition, meticulous attention to detail ensures the absolute quality of each and every finish – and in this case the rich enamel finish appears on both the inside and outside of the polished metal temple décor for 360° luxury, while the fine Austrian crystals that adorn the exterior are hand set for jewel quality precision.
- High quality sun lenses, including polar and mirrored variants ensure 100% protection from harmful UV rays for safe, protected vision and enhanced, glare-free vision in bright light.

## PRESCRIPTION

- Rx-Able: Not Recommended.



BV 8184B

# BVLGARI

- COLLECTION JULY 2016 - SUN
- SEGMENT DOLCEVITA
- THEME NAME B.ZERO1

## HOW TO TELL THE STORY

- A design inspired by the timeless perfection of the Colosseum, a harmonious combination of eternity and modernity
- A modern classic with revolutionary soul - the superlative jewel-inspired symbols of B.ZERO1 embody the eternal modernity of master crafted elegance on an all new eyewear family.
- This stylish phantos shape is defined by a distinctive golden metal décor, with brilliant Austrian crystals and sophisticated engraved and enameled finishes, while the modern frame construction features a bold acetate frontal, a fine metal double bridge with nose pads, and light nylon fibre temples with fully integrated hinges. Quality sun lenses, with advanced polar and mirror options complete the look.

## FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Acetate
Size/Bridge/B/ED/Temple	53/22/47.9/58.1/145

## KEY SELLING POINTS

- This up to date, stylish shape offers essential luxury and a touch of on-trend glamour for contemporary women who value avant-garde design with a timeless soul.
- The meticulously crafted, hand finished structural temple décor features the 360° B.ZERO1 design with fine finishes for a look of jewel-inspired luxury.
- Luminous tones on bi-colour frames and rich monotone classics offer a selection of both contemporary looks and versatile elegance.
- High quality sun lenses, with advanced polar and mirror options, guarantee an alluring look and optimal protection from harmful UV rays, as well as enhanced, glare-free vision comfort in bright light.
- Asian Fitting available on 3 SKUs.

Colour	Front/ Bridge/ Temple	Metal Detail	Enamel	Lens
504/13	Havana/ Pale Gold/ Havana	Pale Gold	White	13 Brown Gradient
501/T3	Black 501/ Pink Gold/ Black	Pink Gold	Pink Gold (No Enamel)	T3 Polar Grey Gradient
5376/8G	Black Sanpietrino/ Pink Gold/ Black	Pink Gold	Pink Gold/ Black	8G Grey Gradient
5415/5A	Havana Pink/ Pale Gold/ Brown	Pale Gold	Pale Gold/ Pale Gold (No Enamel)	5A Mirrored Gold

## PRESCRIPTION

- Rx-Able: Yes, Standard.



BV 6085B

# BVLGARI

- COLLECTION JULY 2016 - SUN
- SEGMENT DOLCEVITA
- THEME NAME B.ZERO1

## HOW TO TELL THE STORY

- A design inspired by the timeless perfection of the Colosseum, a harmonious combination of eternity and modernity
- A modern classic with revolutionary soul - the superlative jewel-inspired symbols of B.ZERO1 embody the eternal modernity of master crafted elegance on an all new eyewear family.
- This stylish round shape features finely angled metal rims and a double bridge, with light nylon fibre temples and fully integrated hinges. The polished, 3 piece cast metal B.ZERO1 temple décor is embellished with brilliant Austrian crystals and sophisticated metal and enamel finishes, while quality sun lenses, with modern mirror options, guarantee a distinctive look.

## FEATURES

Gender	Woman
Front Material	Metal
Temple Material	Acetate
Size/Bridge/B/ED/Temple	55/18/51.7/58.4/140

## KEY SELLING POINTS

- This on-trend shape in stylish metal offers essential luxury and a touch of on-trend style contemporary women who value avant-garde design with a timeless soul.
- The meticulously crafted, hand finished structural temple décor features the 360° B.ZERO1 design with fine finishes for jewel-inspired luxury.
- Luminous precious metal tones and soft feminine colours on the fine metal frontals are matched with a selection of classic and contemporary colours for a selection that includes looks with versatile elegance and more contemporary styles.
- High quality sun lenses, with up to date mirror options, guarantee an alluring look and optimal protection from harmful UV rays, as well as enhanced vision comfort in bright light.

Colours	Front/ Bridge/ Temple	Metal Detail	Strass/ Enamel/ Jewel	Lens
278/13	Pale Gold/ Pale Gold/ Havana	Pale Gold	Crystal/ No Enamel/ Pale Gold	13 Brown Gradient
2023/8G	Black/ Pink Gold/ Black	Pink Gold	Crystal/ Black/ Pink Gold	8G Grey Gradient
2010/7E	Champagne/ Champagne/ Plum	Silver Gold	Crystal/ Black/ Silver	7E Mirror Pink
2020/6J	Blue/ Pale Gold/ Blue	Pale Gold	Crystal/ White/ Pale Gold	6J Blue Mirror

## PRESCRIPTION

- Rx-Able: Yes, Standard.





BV 7030

# BVLGARI

- COLLECTION JULY 2016 - SUN
- SEGMENT MAN
- THEME NAME DIAGONO

## HOW TO TELL THE STORY

- Inspired by the brand's successful chronograph collections, this masculine design expresses the same detailed perfection and geometry with a mix of modern materials
  - Contemporary eyewear design echoes the absolute precision of the finest chronographic mechanisms, harnessing the visionary luxury style and timeless elegance of Diagono
- This up to date phantos sun shape features a premium acetate frontal & key hole bridge in matte & shiny finishes, tubular metal temples and a cylindrical detail that incorporates integrated flex hinges and an iconic screw-head relief. Rich classic colours and modern matte tones are paired with flat sun lenses in monotint and mirror shades for absolute contemporary style.

## FEATURES

Gender	Man
Front Material	Acetate
Temple Material	Metal
Size/Bridge/B/ED/Temple	51/21/47/53.5/14 5

## KEY SELLING POINTS

- Distinctive, precision executed design and contemporary shapes fuse with world class finishes to create a supremely stylish, functional model of luxuriant elegance.
- The understated décor inspired by details taken from the iconic Diagono chronograph watch offers an exceptional finish for discerning men who appreciate a subtle, yet recognizable luxury aesthetic.
- Stylish flat sun lenses in complementary monotint and mirror shades, including a polar option, filter 100% of harmful UV rays and offer both classic and edgy styles.
- Featured in the FW 2016 advertising campaign - Asian fitting available on 3 SKUs.

Colours	Front/ Temple Tip	Temple	Lens
501/81	Black 501/ Black 501	Matte Gunmetal	81 Polar Grey
504/73	Havana S9/ Havana S9	Matte Pale Gold	73 Brown
5262/55	Matte Turtledove/ Matte Turtledove	Matte Gunmetal	1274 Mirrored Blue
54086R	Matte Honey/ Honey	Matte Gunmetal	Mirrored Green

## PRESCRIPTION

- Rx-Able: Yes, Standard.



BV 7029

# BVLGARI

- COLLECTION JULY 2016 - SUN
- SEGMENT MAN
- THEME NAME DIAGONO

## HOW TO TELL THE STORY

- Inspired by the brand's successful chronograph collections, this masculine design expresses the same detailed perfection and geometry with a mix of modern materials
- Contemporary eyewear design echoes the absolute precision of the finest chronographic mechanisms, harnessing the visionary luxury style and timeless elegance of Diagono.
- This edgy pilot sun style features a fine metal double bridge & tubular metal temples that incorporate integrated flex hinges & an iconic screw-head detail. Chic matte finishes on a varied selection of masculine colours and metallic tones are paired with stylish flat lenses in polar and mirror shades to provide 100% protected, stylish vision for elegant contemporary men.

## FEATURES

Gender	Man
Front Material	Acetate
Temple Material	Metal
Size/Bridge/B/ED/Temple	55/19/47.1/59.6/145

## KEY SELLING POINTS

- Distinctive, precision executed design and contemporary shapes fuse with world class finishes to create a supremely stylish, functional model of masculine luxury.
- The understated décor inspired by details taken from the iconic Diagono chronograph watch offers an exceptional finish for discerning men who appreciate a subtle, yet recognizable luxury aesthetic.
- Stylish flat sun lenses in complementary monotint and mirror shades, including an advanced polar option, filter 100% of harmful UV rays and offer enhanced, glare-free vision as well as both classic and edgy style.

Colours	Front/ Bridge/ Temple Tip	Temple	Lens
5313/87	Matte Black/ Matte Gunmetal/ Matte Black	Matte Gunmetal	87 Black
5409/6G	Matte Grey/ Matte Silver/ Matte Silver	Matte Grey	6G Silver Mirrored
5410/55	Matte Blue/ Matte Blue/ Matte Blue	Matte Blue	1274 Blue Mirrored
5411/83	Matte Havana/ Matte Havana	Matte Pale Gold	Polar Brown
501/4Z	Black/ Pink Gold Matte	Matte Pink Gold	Pink Mirrored 2049

## PRESCRIPTION

- Rx-Able: Yes, Standard.



# BVLGARI

ROMA

JULY 2016 COLLECTION  
PRODUCT ID  
OPTICAL



© 2016 Luxottica Group. All images and text in this material are protected by copyright laws and are for internal use only. They may not be used or reproduced in any form or manner without the prior written permission of Luxottica Group, or in the case of third party materials, the owner of that content.



BV 4135B

# BVLGARI

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT MAGNIFICA
- THEME NAME SERPENTI – SPECIAL PROJECT

## HOW TO TELL THE STORY

- In the new HIGH JEWELLERY collection Bulgari has reinterpreted SERPENTI, one of its most iconic designs.
- As symbols of seduction, rebirth and transformation, a new family of legendary SERPENTI jewels inspire visions of pure luxury through perfectly crafted, contemporary design.
- This deep square optical shape in premium acetate flaunts fine, linear nylon fibre temples with the new Serpenti décor featuring 112 hand set Austrian crystals and 8 enamel inserts in jewel tones, as well as a sophisticated colour selection that includes versatile classics and subtle bi-layer and opal variations for pure luxury with contemporary flair.

## FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Acetate
Hinge	Standard
Size/Bridge/B/ED/Temple	53/17/39.6/58.8/140
	55/17/41.1/61/140

## KEY SELLING POINTS

- This deep, stylish shape is perfect for women who love the smart audacity of contemporary glamour and flawlessly functional essence of everyday luxury.
- Meticulously handcrafted décor – 112 manually assembled Austrian crystals and fine hand applied enamel inserts offer the ultimate in luxury finishes.
- The modern palette offers a playful selection that includes rich monotone classics, soft feminine colours & shimmering opal colours for an alluring take on modern optical style.
- Featured in the FW16 ADV Campaign.

Colours	Front/ Temple Tip	Metal Detail	Strass/ Enamel
5412	Bulgari Black (Mamba)	Silver Gold	Crystal/ Black
504	Havana/ Havana	Pale Gold	Crystal/ Malachite Green
5416	Taupe Brown BV/ Taupe	Pale Gold	Crystal Moonlight/ Taupe
5333	Opal Red/ Opal Red	Pink Gold	Crystal/ Amethyst

## OPTICIAN'S TIPS

- Acetate temples are easy to adjust.
- We recommend to cover endpieces with cloth before heating.

## PRESCRIPTION

- Acetate rim wire helps to hide lens thickness with high negative prescriptions.
- Depth of lens is suitable for progressive lenses, classic design.
- Rectangle lens shape will fit any kind of lenses.
- Progressive Friendly: Yes, Classic.





BV 4136B

# BVLGARI

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT MAGNIFICA
- THEME NAME SERPENTI – SPECIAL PROJECT

## HOW TO TELL THE STORY

- In the new HIGH JEWELLERY collection Bulgari has reinterpreted SERPENTI, one of its most iconic designs.
- As symbols of seduction, rebirth and transformation, a new family of legendary SERPENTI jewels inspire visions of pure luxury through perfectly crafted, contemporary design.
- This deep oval optical shape in premium acetate flaunts fine, linear nylon fibre temples with the new Serpenti décor featuring 112 hand set Austrian crystals and 8 enamel inserts in jewel tones, as well as a sophisticated colour selection that includes versatile classics and subtle bi-layer and opal variations for pure luxury with contemporary flair.

## FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Nylon Fibre
Hinge	Standard
Size/Bridge/B/ED/Temple	52/17/43/56.7/14
	54/17/44.6/58.9/145

## KEY SELLING POINTS

- This seductive shape is designed for women who have the courage to assert the stylish spirit of modern glamour and flawless functionality of pure luxury.
- The painstakingly handcrafted, functional décor, featuring fine Austrian crystals and shimmering enamel inserts, offers the ultimate in dazzling luxury finishes.
- Soft, feminine tones, shimmering optical effects and luminous monotone classics ensures the colour selection includes both modern options for women seeking a look with flair and the versatility of deep black and havana.

## Colours

Colours	Front/ Temple	Metal Detail	Strass/ Enamel
5412	Bulgari Black (Mamba)	Silver Gold	Crystal/ Black
504	Havana/ Havana	Pale Gold	Crystal/ Malachite Green
5240	Striped Brown/ Beige	Pale Gold	Crystal/ MOP
5339	Sauvage Violet/ Violet	Pink Gold	Crystal/ Amethyst 53398H

## OPTICIAN'S TIPS

- Nylon Fibre Temple adjustment process: Heat for 20-30 seconds at the maximum temperature. Adjusted as needed. Hold in place until cooled.
- We recommend to cover endpieces with cloth before heating.

## PRESCRIPTION

- Acetate rim wire helps to hide lens thickness with high negative prescriptions.
- Depth of lens is suitable for progressive lenses, classic design.
- Oval lens shape will fit any kind of lenses.
- Progressive Friendly: Yes, Classic.



BV 4131B

# BVLGARI

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT MAGNIFICA
- THEME NAME PARENTESI

## HOW TO TELL THE STORY

- Parentesi, one of the most successful and elegant lines, draws its inspiration from the ancient interlocking paving stones of Rome
- Inspired by BVLGARI's inimitable jewels, the curvilinear forms of PARENTESI in precious metal tones and crystal become a structural part of timeless everyday glamour.
- The fine proportions of this rectangular optical shape make for a distinctive look with tactile luxury finishes and a rich, luminous palette that embodies the high profile aesthetic of BVLGARI women.

## FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Acetate
Size/Bridge/B/ED/Temple	52/17/35.6/55.9/140
	54/17/37/58.1/14
	0

## KEY SELLING POINTS

- This sensual cat-eye optical shape in premium quality acetate flaunts softly rounded temples with a unique 360° hollow cast metal décor and fully integrated hinges.
- The exquisite jewel-inspired structure of the hollow-core cast metal temple décor is galvanised in precious metal tones and manually embellished with an iconic pavé setting of 8 hand set Austrian crystals (18 per frame) and fine enamel on the inside of the setting for an absolute luxury finish.
- The sophisticated palette offers luminous tones of blonde horn and rich opal red for feminine, contemporary appeal, while exclusive BVLGARI black mamba and dense havana for a more classic look.

Colours	Front/ Temple	Metal Detail	Strass
501	Black/ Black	Pink Gold	Crystal
S9	Havana/ Havana S9	Silver Gold	Crystal
5240	Striped Brown/ Beige	Pale Gold	Crystal
5145	Opal Blue model 4117B 5145/ Black 501	Pale Gold	Crystal

## OPTICIAN'S TIPS

- Acetate temples are easy to adjust.
- It is recommended to cover metal embellishment with cloth before heating for adjusting the temples.

## PRESCRIPTION

- Acetate rim wire helps to hide lens thickness with high negative prescriptions.
- Depth of lens is suitable for progressive lenses, classic design.
- Rectangle lens shape will fit any kind of lenses.
- Progressive Friendly: Yes, Classic.





BV 4132B

# BVLGARI

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT MAGNIFICA
- THEME NAME PARENTESI

## HOW TO TELL THE STORY

- Parentesi, one of the most successful and elegant lines, draws its inspiration from the ancient interlocking paving stones of Rome
- Inspired by BVLGARI's inimitable jewels, the curvilinear forms of PARENTESI in precious metal tones and crystal become a structural part of timeless everyday glamour.
- The fine proportions of this cat eye optical shape make for a distinctive look with tactile luxury finishes and a rich, luminous palette that embodies the high profile aesthetic of BVLGARI women.

## FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Acetate
Size/Bridge/B/ED/Temple	53/16/41.4/59.3/140
	55/16/42.9/61.5/140

## KEY SELLING POINTS

- This sensual cat-eye optical shape in premium quality acetate flaunts softly rounded temples with a unique 360° hollow cast metal décor and fully integrated hinges.
- The exquisite jewel-inspired structure of the hollow-core cast metal temple décor is galvanised in precious metal tones and manually embellished with an iconic pavé setting of 8 hand set Austrian crystals (18 per frame) and fine enamel on the inside of the setting for an absolute luxury finish.
- The sophisticated palette offers luminous tones of blonde horn and rich opal red for feminine, contemporary appeal, while exclusive BVLGARI black mamba and dense havana for a more classic look.

Colours	Front/ Temple	Metal Detail	Strass
5412	Black Mamba/ Black	Pink Gold	Crystal
504	Havana/ Havana	Silver Gold	Crystal
5413	Blond Horn/ Blond Horn	Pale Gold	Crystal
5333	Opal Red/ Opal Red	Pink Gold	Crystal

## OPTICIAN'S TIPS

- Acetate temples are easy to adjust.
- It is recommended to cover metal embellishment with cloth before heating for adjusting the temples.

## PRESCRIPTION

- Acetate rim wire helps to hide lens thickness with high negative prescriptions.
- Depth of lens is suitable for progressive lenses, classic design.
- Oval lens shape will fit any kind of lenses.
- Progressive Friendly: Yes, Classic.



BV 2190B

# BVLGARI

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT DOLCEVITA
- THEME NAME DIVAS' DREAM

## HOW TO TELL THE STORY

- Inspired by the delicate motifs of the ancient mosaics in the Roman Baths of Caracalla, the perfect symmetry of the Ginkgo fan is reinterpreted in a iconic execution.
- Ethereal forms and captivating details capture the immortal essence of DIVAS' DREAM in a luxuriant, yet delicate tribute to the jewel-inspired sophistication of timeless BVLGARI design.
- This rimless rectangular optical style features the master crafted Ginkgo fan décor in polished golden metal enameled in deep tones of Mother of pearl and black, offset by rich Havana, black and blonde horn acetates for a versatile look of heritage inspired luxury.

## FEATURES

Gender	Woman
Front Material	Metal Rimless
Temple Material	Acetate
Size/Bridge/B/ED/Temple	53/16/35.2/57.3/140
	55/16/36.5/59.5/140

## KEY SELLING POINTS

- This rimless rectangular optical style offers an elegant look for women who appreciate understated jewel quality finishes with an illusive quality.
- This cast metal décor execution is manually embellished with rich enamel and set with round Austrian crystals (1 per side) – it is also a structural and functional part of the temples as it connects the frontal and temple and incorporates the hinges.
- The colour palette includes rich black and Havana as well as a new blonde horn acetate for a versatile look of heritage inspired luxury.

Colours	Bridge/ Temple Tip	Metal Detail	Strass/ Enamel
2014	Black/ Black	Pink Gold	Crystal/ MOP
278	Havana S9	Pale Gold	Crystal/ Black
266	Brown Metal/ Blonde Horn	Pale Gold	Crystal/ MOP
102	Silver/ Black	Pink Gold	Crystal/ Black

## OPTICIAN'S TIPS

- Acetate temples are easy to adjust.
- Use of dedicated adjustment pliers are recommended for pantoscopic adjustment to the endpieces.
- Metal pad arms are easily adjusted.
- Dedicated mounting kit is available.

## PRESCRIPTION

- Rimless frames require lens material in either HI Index 1.60, Trivex® or Polycarbonate.
- Depth of lens is suitable for progressive lenses, classic design.
- Rectangle lens shape will fit any kind of lenses.
- Progressive Friendly: Yes, Classic.





BV 4134B

# BVLGARI

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT DOLCEVITA
- THEME NAME B.ZERO1

## HOW TO TELL THE STORY

- A design inspired by the timeless perfection of the Colosseum, a harmonious combination of eternity and modernity
- A perfect balance of tradition, harmonious simplicity and functional luxury continually evolves BVLGARI's timeless DNA into new, yet intrinsically timeless icons of perfect elegance: BZERO1 – a revolutionary classic that is as perfect as the spirals of time.
- This on-trend phantos shape in premium acetate features slender temples with the unique B.ZERO1 décor and exclusive Cobblestone colours for a distinctive look.

## FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Acetate
Hinge	Standard
Size/Bridge/B/ED/Temple	49/19/43.4/52.4/140
	51/19/45.2/54.6/140

## KEY SELLING POINTS

- This refined style offers essential luxury and a touch of on-trend glamour for contemporary women who value avant-garde design with a timeless soul..
- The meticulously crafted, hand finished structural temple décor features the 360° B.ZERO1 design with brilliant Austrian crystals and sophisticated engraved and enameled finishes for a refined look of pure jewel-inspired luxury.
- Exclusive tones of luminous Cobblestone acetate on bi-colour frames and rich monotone classics offer a selection of both contemporary looks and versatile elegance.

Colours	Front/ Temple	Metal Detail	Strass/ Enamel
501	Black/ Black	Pink Gold	Crystal/ Black
5376	Black Cobblestone/ Black	Pink Gold	Crystal/ Pink Gold (No Enamel)
504	Havana/ Havana	Pale Gold	Crystal/ White
5389	Red Cobblestone/ Red	Silver Gold	Crystal/ Silver Gold (No Enamel)

## OPTICIAN'S TIPS

- Acetate temples are easy to adjust.
- We recommend to cover endpieces with cloth before heating.

## PRESCRIPTION

- Acetate rim wire helps to hide lens thickness with high negative and high positive prescriptions.
- Depth of lens is suitable for progressive lenses, classic design.
- Round lens shape will fit any kind of lenses.
- Progressive Friendly: Yes, Classic.



BV 4133B

# BVLGARI

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT DOLCEVITA
- THEME NAME B.ZERO1

## HOW TO TELL THE STORY

- A design inspired by the timeless perfection of the Colosseum, a harmonious combination of eternity and modernity
- A perfect balance of tradition, harmonious simplicity and functional luxury continually evolves BVLGARI's timeless DNA into new, yet intrinsically timeless icons of perfect elegance: BZERO1 – a revolutionary classic that is as perfect as the spirals of time.
- This on-trend rectangular shape in premium acetate features slender temples with the unique B.ZERO1 décor and exclusive Cobblestone colours for a distinctive look.

## FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Acetate
Hinge	Standard
Size/Bridge/B/ED/Temple	52/17/38.1/56.6/140
	54/17/39.6/58.8/140

## KEY SELLING POINTS

- This refined style offers essential luxury and a touch of on-trend glamour for contemporary women who value avant-garde design with a timeless soul.
- The meticulously crafted, hand finished structural temple décor features the 360° B.ZERO1 design with brilliant Austrian crystals and sophisticated engraved and enameled finishes for a refined look of pure jewel-inspired luxury.
- Luminous textured acetates on bi-colour frames and rich monotone classics offer a selection of both contemporary looks and versatile elegance.

Colours	Front/ Temple	Metal Detail	Strass/ Enamel
501	Black/ Black	Silver Gold	Crystal/ Silver Gold (No Enamel)
504	Havana/ Havana	Pale Gold	Crystal/ Pale Gold (No Enamel)
5415	Havana Pink Brown	Pink Gold	Crystal/ Black
5240	Striped Brown/ Beige	Pale Gold	Crystal/ White

## OPTICIAN'S TIPS

- Acetate temples are easy to adjust.
- We recommend to cover endpieces with cloth before heating.

## PRESCRIPTION

- Acetate rim wire helps to hide lens thickness with high negative prescriptions.
- Depth of lens is suitable for progressive lenses, classic design.
- Rectangle lens shape will fit any kind of lenses.
- Progressive Friendly: Yes, Classic.





BV 3032

# BVLGARI

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT MAN
- THEME NAME DIAGONO

## HOW TO TELL THE STORY

- Inspired by the brand's successful chronograph collections, this masculine design expresses the same detailed perfection and geometry with a mix of modern materials
- Contemporary eyewear design echoes the absolute precision of the finest chronographic mechanisms, harnessing the visionary luxury style and timeless elegance of Diagono.
- This modern rectangular optical shape features a premium acetate frontal in both polished and matte finishes, paired with matte tubular metal temples, which incorporate integrated flex hinges and an iconic screw-head relief. Rich classics and modern matte turtledove and honey are paired with flat sun lenses in monotint and mirror shades for absolute contemporary style.

## FEATURES

Gender	Man
Front Material	Acetate
Temple Material	Metal
Hinge	Standard
Size/Bridge/B/ED/Temple	50/19/40/54.7/140
	52/19/41.6/56.8/140

## KEY SELLING POINTS

- Distinctive modern design and classic shapes fuse with world class finishes to create a supremely stylish, functional model of luxuriant elegance.
- The understated décor inspired by details taken from the iconic Diagono chronograph watch offers an exceptional finish for discerning men who appreciate a subtle, yet recognizable luxury aesthetic.
- The sleek metal temples in shades of matte gunmetal or matte pale gold are combined with rich black and havana SKUs for versatile elegance while modern matte tones of turtledove and honey offer a softer, more contemporary look.

Colours	Front/ Temple	Metal Detail
501	Black/ Black	Matte Gunmetal
504	Havana/ Havana	Matte Pale Gold
5262	Matte Turtledove Grey	Matte Gunmetal
5407	Matte Honey	Matte Gunmetal

## OPTICIAN'S TIPS

- Thin acetate temple tips are easy to adjust.
- Flex hinges allow maximum comfort and extended durability.

## PRESCRIPTION

- Acetate rim wire helps to hide lens thickness with high negative and high positive prescriptions.
- Depth of lens is suitable for progressive lenses, classic design.
- Square lens shape will fit any kind of lenses.
- Progressive Friendly: Yes, Classic.



BV 1095

## BVLGARI

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT MAN
- THEME NAME DIAGONO

## HOW TO TELL THE STORY

- Inspired by the brand's successful chronograph collections, this masculine design expresses the same detailed perfection and geometry with a mix of modern materials
- Contemporary eyewear design echoes the absolute precision of the finest chronographic mechanisms, harnessing the visionary luxury style and timeless elegance of Diagono.
- This modern rectangular optical shape features a premium acetate frontal in both polished and matte finishes, paired with matte tubular metal temples, which incorporate integrated flex hinges and an iconic screw-head relief. Rich classics and modern matte turtledove and honey are paired with flat sun lenses in monotint and mirror shades for absolute contemporary style.

## FEATURES

Gender	Man
Front Material	Metal/ Nylon Fibre
Temple Material	Metal
Hinge	Standard
Size/Bridge/B/ED/Temple	51/19/39.6/54.9/140
	53/19/41.4/57/145

## KEY SELLING POINTS

- Distinctive modern design and classic shapes fuse with world class finishes to create a supremely stylish, functional model of luxuriant elegance.
- The understated décor inspired by details taken from the iconic Diagono chronograph watch offers an exceptional finish for discerning men who appreciate a subtle, yet recognizable luxury aesthetic.
- Featured style in the FW 2016 advertising campaign.

## Colours

195

2022

2013

400

## Front/ Bridge/ Temple Tip

Matte Gunmetal/ Black

Matte Pale Gold/ Dark Havana

Matte Pink Gold/ Matte Black

Matte Silver/ Striped Grey

## Metal Detail

Matte Gunmetal

Matte Pale Gold

Matte Pink Gold

Matte Silver

## OPTICIAN'S TIPS

- Thin acetate temple tips are easy to adjust.
- Metal pad arms are easily adjusted.
- Nylon Fibre frame front requires cold insert of ophthalmic lenses.

## PRESCRIPTION

- Depth of lens is suitable for progressive lenses, classic design.
- Square lens shape will fit any kind of lenses.
- Progressive Friendly: Yes, Classic.



---

BVLGARI

COLOUR REFRESH

---





BV 8170

## FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Nylon Fibre
Hinge	Standard
Base	6
Size/Bridge/B/ED/Temple	57/17/47.4/62.8/135

# BVLGARI

- COLLECTION JULY 2016 - SUN
- SEGMENT DOLCEVITA
- THEME NAME BVLGARI BVLGARI

Colours	Front/ Temple Tip	Metal Detail	Lens
5382/13	Top Crystal on Turtledove/ Turtledove	Pale Gold	Brown Gradient
897/13	Cocoa/ Beige	Pale Gold	Brown Gradient
5415/8H	Havana Pink/ Brown/ Brown Pink	Pink Gold	Purple Transparent

- Cat eye shape.



BV 6082

## FEATURES

Gender	Woman
Front Material	Metal/ Acetate
Temple Material	Metal/ Acetate
Hinge	Standard
Base	6
Size/Bridge/B/ED/Temple	58/18/50.5/66.6/135

# BVLGARI

- COLLECTION JULY 2016 - SUN
- SEGMENT CONDOTTI
- THEME NAME BVLGARI BVLGARI

Colours	Front/ Temple Tip	Metal Detail	Lens
376/7E	Pale Gold/ Pink Brown	Pale Gold	Pink Mirror Silver Gradient
278/F9	Pink Gold/ Black	Pink Gold	Brown Mirror Bronze

- Cat eye shape.





BV 4115

## FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Acetate
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	52/16/38.1/56.5/140
	54/16/59.6/58.7/140

# BVLGARI

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT DOLCEVITA
- THEME NAME PARENTESI

Colours	Front/ Temple Tip	Metal Detail
5240	Striped Brown/ Beige	Pale Gold
5415	Havana Pink/ Brown/ Pink Brown	Pink Gold
5145	Blue/ Black	Pale Gold

- Squared shape.



BV 4108B

## FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Metal/ Acetate
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	53/16/41.5/59.4/140
	55/16/43.1/61.6/140

# BVLGARI

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT DOLCEVITA
- THEME NAME DIVAS' DREAM

Colours	Front/ Temple	Metal Detail
5376	San Pietrino Black	Pink Gold
5333	Transparent Red	Pink Gold

- Squared shape.



---

BVLGARI  
LeGemme

---





BV 8186KB

# BVLGARI

## LeGemme

- COLLECTION JULY 2016 - SUN
- SEGMENT LE GEMME
- THEME NAME SERPENTI

### HOW TO TELL THE STORY

- This year Serpenti celebrates the magnetic gaze of the animal captured in the central element of the head.
- This hypnotic, faceted cat-eye sun shape features polished acetate frontals and rich gold or silver plated metal temples featuring the new Serpenti snake-head décor.
- Echoing the form of the frontal, the 18Kt gold or silver plated snake head décor is diamond cut and hand set with cabochon gemstone eyes, including malachite and amethyst.
- Polar sun lenses in alluring gradient tones complement classic and opal frame colours, while providing optimal protection and glare-free vision comfort.
- Featured in the exclusive FW2016 advertising campaign.

### FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Metal
Size/Bridge/B/ED/Temple	55/16/43.2/60.8/140

Colour	Front/ Temple/ Temple Tip	Embellishment/ Metal Detail	Strass	Lens
5412/T3	Black Mamba/ Pink Gold Plated/ Black	Pink Gold Plated	Malachite	T3 Polar Grey Gradient
5193/T5	Havana S9/ Pale Gold/ Havana S9	Pale Gold Plated	Malachite	T5 Polar Brow Gradient
827/T3	Opal Green/ Silver Gold/ Opal Green 1209	Silver Gold	Amethyst	T3 Polar Grey Gradient

### KEY SELLING POINTS

- The new Serpenti snake-head décor literally “bites” the frontal and incorporates the integrated hinges, making it both as fully functional structural and decorative element.
- Echoing the faceted form of the frontal, the imposing snake head décor is diamond cut and hand set with cabochon gemstone eyes, including malachite and amethyst.
- Asian fitting available on 3 SKUs.
- This provocative contemporary look embodies the multi-faceted glamour and opulent beauty of pure BVLGARI design.
- The rich colour palette offers both a shimmering jewel-inspired opal tone for a bold, captivating look or rich monotone classics for passepartout luxury style.
- Advanced polar sun lenses in soft shades of grey and brown filter harmful UV rays for safe vision and provide enhanced vision comfort in extremely bright lighting conditions.

### PRESCRIPTION

- Rx-Able: Yes, Standard.



BV 8187KB

# BVLGARI

## Le Gemme

- COLLECTION JULY 2016 - SUN
- SEGMENT LE GEMME
- THEME NAME SERPENTI

### HOW TO TELL THE STORY

- This year Serpenti celebrates the magnetic gaze of the animal captured in the central element of the head
- This high volume square sun shape features polished acetate frontals & rich gold or silver plated metal temples with the new Serpenti snake-head décor.
- Echoing the form of the frontal, the 18Kt gold or silver plated snake head décor is diamond cut and hand set with cabochon gemstone eyes in malachite and amethyst.
- Polar sun lenses in alluring gradient tones complement classic and bi-layer frame colours, while providing optimal protection and glare-free vision comfort.

### FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Metal
Size/Bridge/B/ED/Temple	55/16/50.3/62.9/140

Colour	Front/ Temple Tip	Metal Detail	Strass/ Enamel	Lens
5417/T3	Black 501/ Black 501	Pink Gold Plated	Malachite	T3 Polar Grey Gradient
5193/T5	Havana S9/ Havana S9	Pale Gold Plated	Malachite	T5 Polar Brow Gradient
5425/T3	Grey on Gold	Silver Gold Plated	Amethyst	T3 Polar Grey Gradient

### KEY SELLING POINTS

- Echoing the faceted form of the frontal, the imposing snake head décor is diamond cut and hand set with cabochon gemstone eyes, including malachite and amethyst.
- Asian fitting available on 3 SKUs.
- This powerful contemporary look embodies the multi-faceted glamour and opulent beauty of pure BVLGARI design.
- The meticulously crafted décor is plated in precious 18 carat gold or silver fine and ,manually embellished with fine cabochon semi-precious stone eyes for exceptional, high-value luxury.
- The rich colour palette offers both a shimmering jewel-inspired opal tone for a bold, captivating look or rich monotone classics for passepartout luxury style.
- Advanced polar sun lenses in soft shades of grey and brown filter harmful harmful UV rays provide enhanced vision comfort in extremely bright lighting conditions.

### PRESCRIPTION

- Rx-Able: Yes, Standard.





BV 4137KB

# BVLGARI

## LeGemme

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT LE GEMME
- THEME NAME SERPENTI

### HOW TO TELL THE STORY

- This year Serpenti celebrates the magnetic gaze of the animal captured in the central element of the head.
- This alluring cat-eye optical shape features polished acetate frontals and rich gold or silver plated metal temples with the new Serpenti décor and concealed, fully integrated hinges.
- The 18Kt gold or silver plated snake head décor is also faceted and hand set with 2 cabochon gemstone eyes, in either malachite and amethyst, on both temples.
- A rich colour palette features classic black and classic havana for sophisticated versatility, as well as a seductive opal red SKU for a more daring, contemporary style.

### FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Metal
Size/Bridge/B/ED/Temple	53/16/37.5/56.8/140
	55/16/39.9/58.9/140

### KEY SELLING POINTS

- The faceted 18Kt gold or silver plated snake head décor features at the head of both temples and is hand set with 2 cabochon gemstone eyes, in either malachite or amethysts.
- Asian fitting available on 3 SKUs.
- This feminine, yet glamorous look embodies the multi-faceted beauty of true BVLGARI luxury design.
- The meticulously crafted décor is plated in precious 18 carat gold or fine silver and, manually embellished with fine cabochon semi-precious stone eyes for exceptional, high-value luxury.
- The rich colour palette offers both a shimmering jewel-inspired opal tone for a bold, captivating look or rich monotone classics for passepartout quality style.

Colours	Front/ Temple	Metal Detail	Strass/ Temple Enamel
5190	Black 501/ Black 501	Silver Gold Plated	Malachite
5193	Havana S9/ Havana S9	Pale Gold Plated	Malachite
5333	Red Opal Red L1838/ Red Opal L1838	Pink Gold Plated	Amethyst

### OPTICIAN'S TIPS

- Thin acetate temple tips are easy to adjust.

### PRESCRIPTION

- Acetate rim wire helps to hide lens thickness with high negative prescriptions.
- Depth of lens is suitable for progressive lenses, classic design.
- Oval lens shape will fit any kind of lenses.
- Progressive Friendly: Yes, Classic.



BV 4138KB

# BVLGARI

## LeGemme

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT LE GEMME
- THEME NAME SERPENTI

### HOW TO TELL THE STORY

- This year Serpenti celebrates the magnetic gaze of the animal captured in the central element of the head.
- This alluring cat-eye optical shape features polished acetate frontals and rich gold or silver plated metal temples with the new Serpenti décor and concealed, fully integrated hinges.
- The 18Kt gold or silver plated snake head décor is also faceted and hand set with 2 cabochon gemstone eyes, in either malachite and amethyst, on both temples.
- A rich colour palette features classic black and classic havana for sophisticated versatility, as well as a seductive opal red SKU for a more daring, contemporary style.

### FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Metal
Size/Bridge/B/ED/Temple	52/17/36.9/55.3/140
	54/17/38.4/57.4/140

### KEY SELLING POINTS

- The faceted 18Kt gold or silver plated snake head décor features at the head of both temples and is hand set with 2 cabochon gemstone eyes, in either malachite or amethysts.
- Asian fitting available on 3 SKUs.
- This feminine, yet glamorous look embodies the multi-faceted beauty of true BVLGARI luxury design.
- The meticulously crafted décor is plated in precious 18 carat gold or fine silver and, manually embellished with fine cabochon semi-precious stone eyes for exceptional, high-value luxury.
- The rich colour palette offers both a shimmering jewel-inspired opal tone for a bold, captivating look or polished monotone classics for passepartout luxury quality style.

Colours	Front/ Temple Tip	Metal Detail/ Embellishment	Strass/ Enamel
5195	Black 501/ Black 501	Pink Gold Plated	Malachite Hard Natural Stones
5193	Havana S9/ Havana S9	Pale Gold Plated	Malachite Hard Natural Stones
5321	Opal Grey	Silver Gold Plated	Amethyst Hard Natural Stones

### OPTICIAN'S TIPS

- Thin acetate temple tips are easy to adjust.

### PRESCRIPTION

- Acetate rim wire helps to hide lens thickness with high negative prescriptions.
- Depth of lens is suitable for progressive lenses, classic design.
- Oval lens shape will fit any kind of lenses.
- Progressive Friendly: Yes, Classic.





BV 3033K

# BVLGARI

## Le Gemme

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT LE GEMME
- THEME NAME OCTO

### HOW TO TELL THE STORY

- Squared shape. Premium gold plating, distinctive detailing and rare, natural horn reveal the superlative design of absolute luxury. Precision engineering on functional details and precious natural finishes add new perspective to the masculine aesthetic of BVLGARI® OCTO – true masterpieces of contemporary elegance.
- This elegant square acetate optical style features rare natural horn temples and fully integrated flex hinges concealed by the refined metal temple décor in plated pale gold, pink gold or matte silver gold.
- The colour palette includes matte black, Turtledove and Matte Corda texture for a truly sophisticated modern finish.

### FEATURES

Gender	Man
Front Material	Acetate
Temple Material	Metal/ Horn
Size/Bridge/B/ED/Temple	48/21/40.6/52.3/140
	50/21/42.3/54.5/140

### KEY SELLING POINTS

- The hand assembled, linear temples are made of natural horn for ultra-precious heritage luxury appeal and offer a soft, warm to the touch finish.
- Masculine colour palette characterized by three sophisticated colours on the acetate frontal (tortora, black matte and matte corda) matched with the luminous texture of the natural horn temples and three different tones of 18K gold and pure silver plating.
- Subtle 3D contrasts, iconic hexagonal details set with onyx and symbolic reinterpretations of details on the watch face merge with precious materials for a truly modern take on everyday luxury for men.
- Absolute luxury style for a stylish men who appreciate the high value, rarefied prestige of collectable design with timeless appeal.
- Exquisite craftsmanship and precious materials – gold plating, fine metal and natural horn in sophisticated masculine tones for easy to match versatile style.

### Colours

5422

### Front/ Temple

Black Matte/ Horn

### Metal Detail

Pink Gold Plated

5313

Turtledove ML394/ Horn

Silver Matte Gold Plated

5423

L393 Matte Corda/ Horn

Pale Gold Matte Plated

### OPTICIAN'S TIPS

- Flex hinges allow maximum comfort and extended durability.

### PRESCRIPTION

- Acetate rim wire helps to hide lens thickness with high negative and high positive prescriptions.
- Depth of lens is suitable for progressive lenses, classic design.
- Panthos lens shape will fit any kind of lenses, also high positive lenses.
- Progressive Friendly: Yes, Classic.



BV 5039K

# BVLGARI

## LeGemme

- COLLECTION JULY 2016 - SUN
- SEGMENT LE GEMME
- THEME NAME OCTO

## HOW TO TELL THE STORY

- Crafted to the highest standards of excellence, the perfect equilibrium of OCTO eyewear fuses timeless elegance and the core precision of perfectly engineered forms to create modern masterpieces of handcrafted luxury. Sophisticated masculine tones for easy to match versatile style.
- This elegant double bridge metal square sun style in plated pale gold, pink gold or matte silver features, natural horn temples and fully integrated flex hinges concealed by the refined metal temple décor.
- Advanced polar lenses in guarantee comfort, protection and enhanced, glare-free vision for elegant men who love the outdoors.

## FEATURES

Gender	Man
Front Material	Metal
Temple Material	Metal/ Horn
Size/Bridge/B/ED/Temple	58/18/47.3/63.6/140

## KEY SELLING POINTS

- Deep double bridged rectangular sun shape in metal with precious gold or silver matte plated rims and OCTO décor with fully integrated hinges.
- The hand assembled, linear temples are made of natural horn for ultra-precious heritage luxury appeal and offer a soft, warm to the touch finish.
- The colour palette is characterized by the luminous tone of natural horn paired with three different tones of 18K gold and pure silver plating.
- Subtle 3D contrasts, iconic hexagonal details set with onyx and symbolic reinterpretations of details on the watch face merge with precious materials for a truly modern take on everyday luxury for men.
- Exquisite craftsmanship and precious materials: gold plating, fine metal, natural horn.
- High quality monotint polar lenses guarantee 100% protected vision, as well as glare free sight in extremely bright conditions.

Colours	Front/ Temple	Metal Detail	Lens
393/83	Pale Gold Plated/ Horn	Pale Gold Plated	83 Polar Brown
395/81	Pink Gold Plated/ Horn	Pale Gold Plated	81 Polar Grey
2007/81	Silver Matte Plated/ Horn	Silver Matte Plated	81 Polar Grey

## PRESCRIPTION

- Rx-Able: Yes, Standard.



BVLGARI