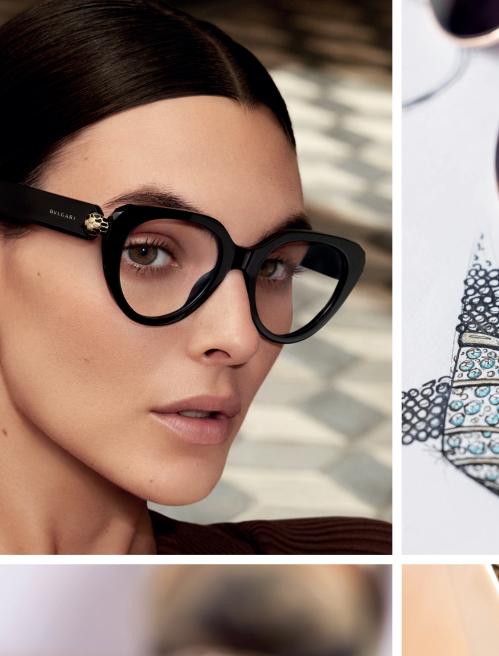
CATALOGUE SUMMER 2024



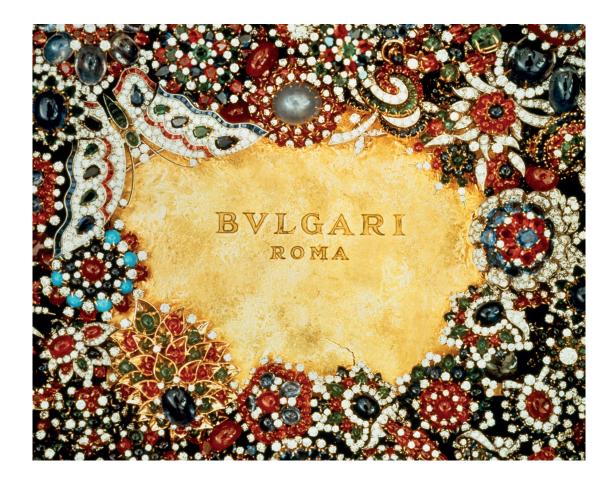
BVLGARI











Bulgari was founded in Rome in 1884 by Greek silversmith Sotirio Bulgari. Born in the Epirus Mountains, Sotirio was raised in a world of myth and metal smithery, a vital art of his region handed down from Byzantine times. In the vast imaginarium rooted in those places, Sotirio cultivated a vision that has proven to transcend the boundaries of time and space. His courage and special sensitivity to the artistic tenor of the world around him nourished an eclectic talent which was transmitted to the future generations and shaped the impressive evolution of the family firm. In a few decades, Bulgari forged a distinctive style made of daring color combinations, exquisite volumes and designs inspired by the rich artistic and cultural heritage of Rome and of the Mediterranean that defined a new paradigm in the jewellery universe.

The Company definitively gained international visibility during the Dolce Vita era (1950s-1960s), when the Bulgari shop in Via Condotti, Rome, became a favorite meeting place for a cosmopolitan elite of artists, actors and members of the jet set. The pioneering spirit of the Bulgari family led the Company to grow and express its bold creativity also in the world of watches, accessories, perfumes and hotels. Since 2004, the Maison has also inaugurated Bulgari-branded, five-star luxury hotels in major capitals and international tourist destinations. Today renowned as the Magnificent Roman High Jeweler, icon of contemporary Italian Art of Living, Bulgari constantly looks at every creation and Brand experience as a quest to capture the senses and nourish the soul.

BULGARI EYEWEAR COLLECTION





The collection is designed and manufactured in Longarone, Italy. Bulgari frames feature handmade jewellery manufacturing techniques, refined materials and precious finishes (gold plated; galvanic treatment; jewellery finish).

Bulgari's eyewear expertise is illustrated through bold and contemporary frame designs, sophisticated technicity and qualitative packagings. To ensure the best fitting to every face, several lines and frames are available in our collections, for men and women.





The design of sun collection is modern and trendy, optical collection is adapted from the sun, yet very comfortable and wearable.

Bulgari uses several types of sun lenses with high added value and different colors and finishes, to meet every customer expectation.



WOMAN COLLECTION SEGMENTATION







SERPENTI HIGH END SERPENTI VIPER

1 STYLE

SERPENTI FOREVER

 $\overline{\mathbf{v}}$

1 STYLE

5 STYLES 2 STYLES 4 STYLES 2 STYLES





B.ZERO1

4 STYLES

BULGARI BULGARI

1 STYLE

 $\overline{\mathbf{C}}$

4 STYLES

2 STYLES

MAN COLLECTION SEGMENTATION







B.ZERO1

2 STYLES



OCTO HIGH END

1 STYLE

OCTO FINISSIMO

2 STYLES 2 STYLES

3 STYLES

BULGARI ALUMINIUM

2 STYLES

2 STYLES

SFRPFNTI

Bulgari's Serpenti captures the Maison's Mediterranean roots, imaginative design and artisanal virtuosity. In its infinite metamorphosis, this motif conveys the aesthetic dynamism of a visionary Brand. From 1948 Bulgari honed in on this ancient symbol of renovation and transformation, and for the first time in the design universe revisited it in stylized bracelet-watches. In the early creations, the flexuous Tubogas band replicated the reptile's spirals, and their functional elegance meant immediate success. Over the decades, Serpenti has evolved with the spirit of the times while keeping its magnetic features intact. A creative saga in line with the Maison itself, which transformed from Roman jeweler to global luxury house.

SERPENTI HIGH END



Inspired by one of the first Serpenti figurative variants introduced in the 1950s, when the entire body of the snake started to experiment an infinite metamorphosis. Hundreds of small gold beads are masterfully soldered on the central gold coil, adding movement and rich tactile appeal to the reptile's precious skin.

LIMITED EDITION

Numbered inside the temple, coming with exclusive coffret

TRUE PIECE OF JEWELLERY

Inspiration from Bulgari jewellery masterpieces

PRECIOUS MATERIALS & CRAFTSMANSHIP

Gold plated. Snakehead motif hand set with natural stones: zircons pavé and onyx eyes

JEWELLERY MANUFACTURING TECHNIQUES

Beads made by casting; zircons set like diamonds (no glue used to set the stones)

SERPENTI VIPER

Playing with the purest interpretation of Serpenti's iconic design, its modular construction features the scales hinged together and inserted one by one over a wrapping coil. Sleek and stackable, the Serpenti Viper creations wrap around the body like powerful armors, inspiring endless ways to style them.



INSPIRED BY SERPENTI VIPER JEWELS

Faithful reproduction of Bulgari Serpenti's design: modular & sleek

MULTIPLE INTERPRETATIONS

Complementary combi & metal designs

SNAKE-INSPIRED DESIGN DETAILS

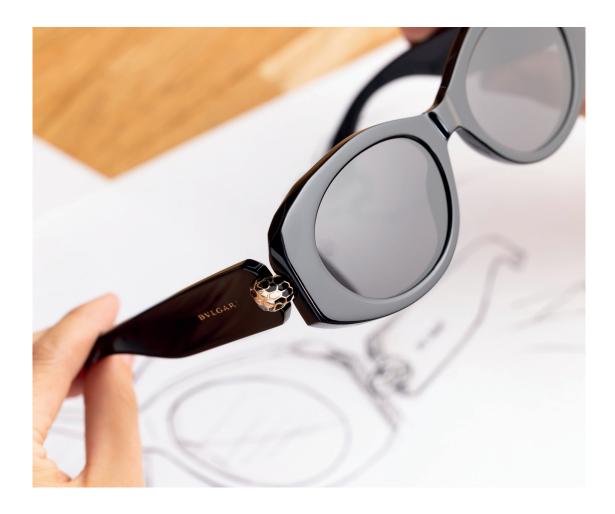
Distinctive feature characterising the frames

TRUE TALKING PIECE

Bold reinterpretation of the Serpenti Viper concept

SERPENTI FOREVER

A powerful embodiment of Serpenti's infinite metamorphosis, Serpenti Forever is an exclusive bag featuring the iconic snakehead clasp that powerfully guards women's secrets while the finest leathers are tinged with gem-inspired color palette.



INSPIRED BY SERPENTI FOREVER HANDBAGS

Faithful reproduction of the iconic snake head clasp

PRECIOUS MATERIALS & TECHNIQUES

To highlight the value behind the price positioning

SNAKE-INSPIRED DESIGN DETAILS

Common thread all around the frames

B.ZERO1

As a true emblem of design, B.zero1 is a testimony to a pioneering research: the fusion of Roman epigraphy in Bulgari's logo and the industrial lines of the Tubogas spiral. The expression of Italian Genius as the ability to think big and find solutions that no one has explored before. An icon with countless interpretations that rewrote the rules of jewellery.



INSPIRED BY B.ZERO1 JEWELS

Iconic design with ceramic tubogas spiral

JEWELLERY DETAILS AND SOPHSTICATED METAL INTERPRETATION

To assert our technical positioning

MULTIPLE INTERPRETATIONS

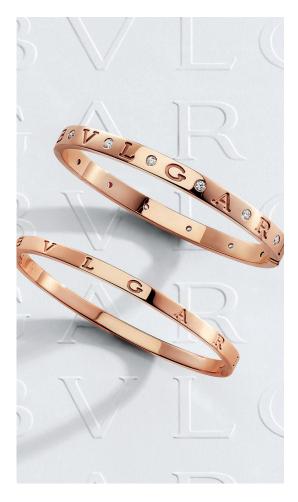
Easy to wear acetate style, metal interpretation, etc.

PRECIOUS TECHNIQUES AND COMPLEX CONSTRUCTION DETAILS

To highlight the value behind the price positioning

BULGARI BULGARI

A powerful embodiment of the Brand's Roman roots in the prominent use of «V» in lieu of «U», the signature engraved logo is a testament of the distinctive style embedded in Bulgari's jewellery tradition: honoring heritage while constantly pushing into new boundaries of innovation.





INSPIRED BY BULGARI BULGARI JEWELS

Openworked design, chic elegance and colors

EMPHASIZE THE RIMLESS DESIGN

Light and refined

REFINED DETAILS

Jewellery eyewear

PRECIOUS TECHNIQUES

To highlight the value behind the price positioning

OCTO

Bulgari's watchmaking ambitions and visionary horological approach fuse with the concepts of balance and harmony universally associated with the octagon. Transcending traditional standards governing men's watches, Octo's eight-sided structure framed by a round bezel proclaimed a break with the aesthetic conventions of pure classicism.

OCTO HIGH END



Launched in 2017, the Octo Roma watch symbolises the purest interpretation of the Bulgari take on the octagonal shape. An inimitably stylish focus on essentials is the secret of its timeless and harmonious lines ensuring peerless comfort.

LIMITED EDITION

Numbered inside the temple, coming with exclusive coffret

HIGH-END PIECE, INSPIRED BY OCTO ROMA TIMEPIECES

Reflecting Bulgari positioning

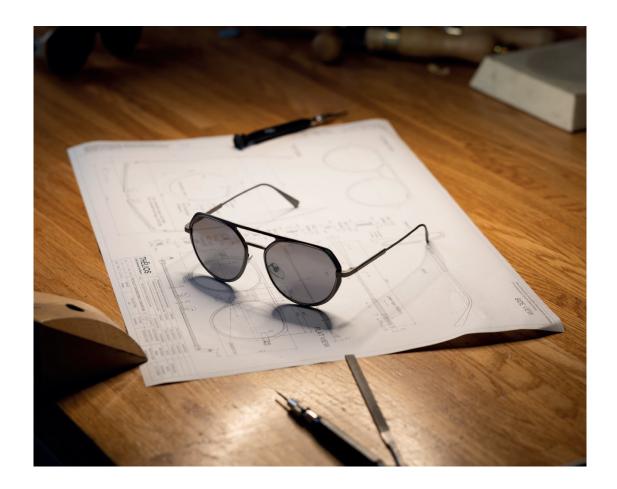
PRECIOUS MATERIALS & CRAFTSMANSHIP

Gold plated. Squared black onyx inserts

EMPHASIZE TECHNICITY

OCTO FINISSIMO

Since its emergence in 2014, the Octo Finissimo collection has redefined traditional Haute Horlogerie, reinterpreting classic and sophisticated watch complications in a resolutely contemporary manner symbolising Bulgari's own Estetica della Meccanica: the art of absolute innovation in form as well as in substance.



HIGHLY TECHNICAL OFFER

Inspired from the award-winning Octo Finissimo timepieces

TITANIUM PROPERTIES

Extremely light, resistant & qualitative

MADE IN JAPAN MANUFACTURING

Japanese savoir-faire: thoughtful execution with extreme attention to detail

DESIGN FEATURES

Inspired by Octo Finissimo watches: multi-layer, faceted design

BULGARI ALUMINIUM

Since 1998, Bulgari Aluminium speaks a universal language that goes far beyond gender, age and trends: two unconventional materials – aluminium and rubber – are reborn in an unexpected juxtaposition and transformed into a luxury creation through vision and execution. Today as yesterday, this simple yet striking graphic combination of black and white is a design choice that shows the unerring artistry of Italian genius.



SPORTY YET TECHNICAL OFFER

Inspired by Bulgari Aluminium watches

MATERIALS: ALUMINIUM & RUBBER

Lightness & technicity

DESIGN DETAILS

Inspired by the Bulgari Aluminium watches

TWO COMPLEMENTARY INTERPRETATIONS

COLLECTION ARCHITECTURE

Click on a picture to view the catalogue page

SUMMER 24 WOMAN SUN

SERPENTI VIPER



SERPENTI FOREVER



B.ZERO1



BV40027I/F

SPRING 24 WOMAN SUN



COLLECTION ARCHITECTURE

Click on a picture to view the catalogue page

SUMMER 24 WOMAN OPTICAL

SERPENTI VIPER



BV500201

SERPENTI FOREVER





BV50021I

BV50022U

B.ZERO1



BV500231

SPRING 24 WOMAN OPTICAL



BV50001I



BV50002U



BV50003I



BV50004U



BV500051



BV50006U



BV50007U



BV500081



BV500091/F



BV50011U



BV50012U

COLLECTION ARCHITECTURE

Click on a picture to view the catalogue page

SUMMER 24 MAN SUN

OCTO FINISSIMO



BV40029U

B.ZERO1



BV400281

SPRING 24 MAN SUN



BV40015I



BV40021U



BV40018U



BV40022I



BV40019U



BV40020U

BV40023U

COLLECTION ARCHITECTURE

Click on a picture to view the catalogue page

SUMMER 24 MAN OPTICAL

OCTO FINISSIMO



BV50025U

B.ZERO1



BV50024I/F

SPRING 24 MAN OPTICAL



BV50010I



BV50016U



BV50013U



BV50017U



BV50014U



BV500181



BV50015U



BV50019U



WOMAN - SERPENTI VIPER

BV40024U

Universal Fitting

METAL

METAL ACETATE

SUMMER 24



UPC CODE | 192337172311



UPC CODE | 192337172304



32FGradient
UPC CODE | 192337172328



UPC CODE 192337172335



WOMAN - SERPENTI VIPER

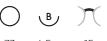
BV40025U

Universal Fitting

SUMMER 24











32A

UPC CODE | 192337172359

Please refer to the glossary of icons for detailed icons description.



28G

Mirror UPC CODE | 192337172342



WOMAN - SERPENTI FOREVER

BV40026U

Universal Fitting

SUMMER 24













46.5



33A UPC CODE | 192337172670



33E

UPC CODE | 192337172687



33F Gradient UPC CODE 192337172694



28T

Gradient UPC CODE 192337172663



WOMAN - B.ZERO1

BV40027I/F

International and Adjusted Fitting

SUMMER 24

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01B

Gradient I: 192337172397 UPC CODE

52F

Gradient I: 192337172403

F: 192337172373



72F

Gradient I: 192337172427 UPC CODE

69E

International Fitting only

UPC CODE 192337172410



WOMAN - SERPENTI VIPER

BV400011

International Fitting







CARRY OVER SPRING 24

140









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UPC CODE | 192337151996

54F

Gradient UPC CODE | 192337152016



72BGradient
UPC CODE | 192337152023

44B

Gradient UPC CODE | 192337152009



WOMAN - SERPENTI VIPER

BV400021

International Fitting

RX-able





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UPC CODE | 192337152672

54FGradient
UPC CODE | 192337152696



UPC CODE | 192337152689



Gradient
UPC CODE | 192337152702



WOMAN - SERPENTI VIPER

BV400031

International Fitting

RX-able

ACETATE



CARRY OVER SPRING 24

43.8



01A

Please refer to the glossary of icons for detailed icons description.

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20C Mirror

UPC CODE 192337152726



WOMAN - SERPENTI VIPER

BV40004U

Universal Fitting





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33TGradient
UPC CODE | 192337152122

CARRY OVER SPRING 24





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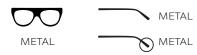
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WOMAN - SERPENTI VIPER

BV40005U

Universal Fitting





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UPC CODE | 192337153259





33TGradient

UPC CODE | 192337153266







28BGradient
UPC CODE | 192337153235



28PGradient
UPC CODE | 192337153242



WOMAN - SERPENTI FOREVER

BV400061

International Fitting

RX-able





CARRY OVER SPRING 24

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Gradient UPC CODE | 192337152733

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Gradient UPC CODE | 192337152757



72FGradient
UPC CODE | 192337152764

SVCAR!

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UPC CODE | 192337152740



WOMAN - SERPENTI FOREVER

BV40007I

International Fitting

ADVERTISING

International Fitting

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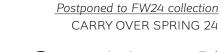
WOMAN - SERPENTI FOREVER

BV40008U

Universal Fitting

METAL









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33FGradient
UPC CODE | 192337154157



28ZMirror Gradient
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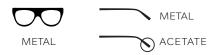
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WOMAN - SERPENTI FOREVER

BV40009U

Universal Fitting





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Gradient
UPC CODE | 192337153297



33FGradient
UPC CODE | 192337153303

CARRY OVER SPRING 24

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28ZMirror
UPC CODE | 192337153273



30CMirror
UPC CODE | 192337153280



WOMAN - SERPENTI HIGH END

ONE SHOT

BV40010U

Universal Fitting



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<u>Gold–Plated, limited and numbered edition</u> CARRY OVER SPRING 24



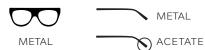
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WOMAN - BULGARI BULGARI

BV40012U

Universal Fitting





28A

UPC CODE | 192337152818



33FGradient
UPC CODE | 192337152832

CARRY OVER SPRING 24

54.8



28ZMirror
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33XMirror
UPC CODE | 192337152849



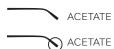
WOMAN - B.ZERO1

BV40013I

International Fitting

RX-able





CARRY OVER SPRING 24

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01BGradient
UPC CODE | 192337152290

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UPC CODE | 192337152313



UPC CODE | 192337152306

UPC CODE | 192337152320

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WOMAN - B.ZERO1

BV400141

International Fitting

RX-able





CARRY OVER SPRING 24









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01A

UPC CODE | 192337152856

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52E

UPC CODE | 192337152870



25A

UPC CODE | 192337152863



WOMAN - B.ZERO1

BV40016U

Universal Fitting

RX-able





CARRY OVER SPRING 24







145

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33B

Gradient UPC CODE | 192337152412

33F Gradient UPC CODE | 192337152429



UPC CODE | 192337152399



UPC CODE | 192337152405



WOMAN - B.ZERO1

BV40017U

Universal Fitting

RX-able





CARRY OVER SPRING 24

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33BGradient
UPC CODE | 192337153938

33FGradient
UPC CODE | 192337153945



28ZMirror
UPC CODE | 192337153921



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WOMAN - SERPENTI VIPER

BV500201

International Fitting









UPC CODE | 192337172465



SUMMER 24



UPC CODE | 192337172472





WOMAN - SERPENTI FOREVER

BV50021I

International Fitting

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SUMMER 24

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UPC CODE | 192337172496



UPC CODE | 192337172502



UPC CODE 192337172519



WOMAN - SERPENTI FOREVER

METAL

BV50022U

Universal Fitting



SUMMER 24





WOMAN - B.ZERO1

BV50023I

International Fitting







SUMMER 24



UPC CODE | 192337172540



UPC CODE | 192337172557





WOMAN - SERPENTI VIPER

BV500011

International Fitting







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Blue filter lenses
UPC CODE 192337152535

CARRY OVER SPRING 24







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UPC CODE

Blue filter lenses 192337152559



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Blue filter lenses
UPC CODE 192337152542



WOMAN - SERPENTI VIPER

BV50002U

Universal Fitting

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CARRY OVER SPRING 24

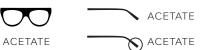




WOMAN - SERPENTI FOREVER

BV500031

International Fitting





Advertising
Blue filter lenses
UPC CODE 192337153341

ADVERTISING

CARRY OVER SPRING 24





053Blue filter lenses

UPC CODE 192337153358



O72Blue filter lenses

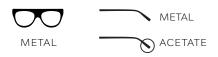
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WOMAN - SERPENTI FOREVER

BV50004U

Universal Fitting





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CARRY OVER SPRING 24



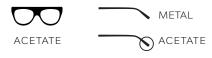




WOMAN - SERPENTI HIGH END

BV50005I

International Fitting



ONE SHOT



UPC CODE | 192337153372

<u>Gold–Plated, limited and numbered edition</u> CARRY OVER SPRING 24

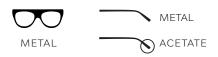




WOMAN - BULGARI BULGARI

BV50006U

Universal Fitting





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CARRY OVER SPRING 24





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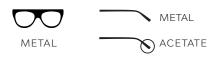




WOMAN - BULGARI BULGARI

BV50007U

Universal Fitting





UPC CODE | 192337154331

CARRY OVER SPRING 24





UPC CODE | 192337154324





WOMAN - B.ZERO1

BV500081

International Fitting







001 Blue filter lenses UPC CODE 192337154706 CARRY OVER SPRING 24







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UPC CODE

Blue filter lenses 192337154713



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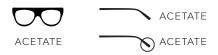
Blue filter lenses UPC CODE | 192337154720



WOMAN - B.ZERO1

BV500091/F

International Fitting





Nylon Mirror UPC CODE 11: 192337151606

I2: 192337151637 F: 192337173103 SUMMER 24 CARRY OVER SPRING 24





Nylon Mirror

UPC CODE | 11: 192337151613 | 12: 192337151644

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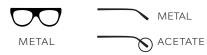




WOMAN - B.ZERO1

BV50011U

Universal Fitting





UPC CODE | 192337153495

CARRY OVER SPRING 24





UPC CODE | 192337153488



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WOMAN - B.ZERO1

BV50012U

Universal Fitting





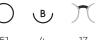




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CARRY OVER SPRING 24





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UPC CODE | 192337154195



028



MAN - OCTO FINISSIMO

BV40029U

Universal Fitting

SUMMER 24











Polarized UPC CODE | 192337172717

Mirror UPC CODE | 192337172700



UPC CODE 192337172724



MAN - B.ZERO1

BV40028I

International Fitting

SUMMER 24











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UPC CODE | 192337172434

52H Polarized

UPC CODE | 192337172458



UPC CODE 192337172441



MAN - B.ZERO1

BV40015I

International Fitting

RX-able





CARRY OVER SPRING 24









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Polarized UPC CODE | 192337152900



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MAN - B.ZERO1

BV40018U

Universal Fitting

RX-able

METAL



CARRY OVER SPRING 24

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12D

Polarized

UPC CODE | 192337153617

UPC CODE | 192337153631





MAN - OCTO FINISSIMO

BV40019U

ADVERTISING

Universal Fitting

CARRY OVER SPRING 24













145

49.6



17V Advertising UPC CODE | 192337153662



17D

Polarized UPC CODE 192337153655



15C Mirror UPC CODE | 192337153648



MAN - OCTO FINISSIMO

BV40020U

Universal Fitting

RX-able

TITANIUM



CARRY OVER SPRING 24

145

50.9

15D

17V

UPC CODE | 192337163241

Polarized UPC CODE 192337163227





MAN - OCTO HIGH END

BV40021U

Universal Fitting



ONE SHOT



33H
Crystal
Polarized
UPC CODE | 192337153839

<u>Gold–Plated, limited and numbered edition</u> CARRY OVER SPRING 24





MAN - BULGARI ALUMINIUM

BV400221

International Fitting

RX-able

ACETATE

RUBBER RUBBER

CARRY OVER SPRING 24

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52H

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UPC CODE | 192337153709

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Polarized UPC CODE | 192337153716





MAN - BULGARI ALUMINIUM

BV40023U

Universal Fitting











CARRY OVER SPRING 24





02N



02D

Polarized UPC CODE | 192337153310



UPC CODE | 192337153327





MAN - OCTO FINISSIMO

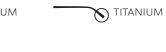
BV50025U

Universal Fitting



TITANIUM







013

UPC CODE | 192337172632

SUMMER 24









016

UPC CODE | 192337172649



017



MAN - B.ZERO1

BV50024I/F

International and Adjusted Fitting

ACETATE





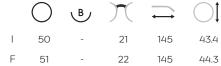


UPC CODE

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SUMMER 24





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UPC CODE



MAN - B.ZERO1

BV500101

International Fitting







53



CARRY OVER SPRING 24



UPC CODE | Blue filter lenses | 1: 192337153419 | 2: 192337153440



DFC CODE | Slue filter lenses | 1: 192337153433 | 2: 192337153464



020

UPC CODE Blue filter lenses

1: 192337153426
2: 192337153457



MAN - B.ZERO1

BV50013U

Universal Fitting















033



015

UPC CODE | 192337154737



UPC CODE | 192337154744



014



MAN - B.ZERO1

BV50014U

Universal Fitting





015



UPC CODE | 192337154607

CARRY OVER SPRING 24







UPC CODE | 192337154614

033





MAN - OCTO FINISSIMO

BV50015U

Universal Fitting

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O17
Advertising

Blue filter lenses
UPC CODE 192337153525

ADVERTISING

CARRY OVER SPRING 24



015 Blue filter lenses

UPC CODE 192337153518



014

Blue filter lenses

UPC CODE 192337153501



MAN - OCTO FINISSIMO

BV50016U

Universal Fitting









017



UPC CODE | 192337153822

CARRY OVER SPRING 24













016

UPC CODE | 192337153815





MAN - OCTO HIGH END

BV50017U

Universal Fitting



ONE SHOT



UPC CODE | 192337153532

<u>Gold–Plated, limited and numbered edition</u> CARRY OVER SPRING 24





MAN - BULGARI ALUMINIUM

BV500181

International Fitting





CARRY OVER SPRING 24

145

145









2 56 4 4

17 17 39.7 41.1

052

1: 192337154430

2: 192337154461

002

UPC CODE

1: 192337154447



090

UPC CODE

UPC CODE

1: 192337154454

2: 192337154485



MAN - BULGARI ALUMINIUM

BV50019U

Universal Fitting

ACETATE



CARRY OVER SPRING 24

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O02
Blue filter lenses
UPC CODE | 192337164538

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052Blue filter lenses

UPC CODE | 192337164545



Blue filter lenses
UPC CODE 192337164552

GLOSSARY OF ICONS

Advertising Style featured in the advertising campaign	
Base Curvature of the lenses - commonly based on the measure of the radius (mm)	В
Bridge Size Minimum horizontal distance between the two lenses (mm)	\mathcal{T}
Eye Size Horizontal size of the lenses (mm)	\bigcirc
International Fitting Style available in international fitting, i.e., a fitting suitable mostly for Caucasian features	I
Universal Fitting Style available in universal fitting, i.e., a fitting suitable for both Caucasian and non-Caucasian features mostly	U
—— Front Material Main material used for the front part of the frame	\odot
—— Gradient The gradient effect is a colour change within the full size of the lens in the vertical direction from top to bottom.	
Wertical measurement of the lens starting from the bottommost part of the lens straight up to the top (mm). Allows to assess the suitability for prescription glasses	$\bigcirc I$
—— Mirror Lenses with a reflective mirror coating on the outside. Like a regular mirror, mirrored coated lenses reflect light away from the eyes of the wearer	
Polarized Lenses Lenses made of a polarized filter forming a barrier preventing the reflected light from entering and harming the eye	Polarized
RX-able Frame also suitable for prescription lenses	RX- able
Temple Length Measurement of the arms of the frame (mm)	$\overline{\longrightarrow}$
Temple Material Main material used for the temples of the frame	$\overline{}$
Temple Tip Material Material used for the end of the temple, behind the ear	
UPC Code Universal product code, specific for every SKU	

VISUAL INDEX

Click on a picture to view the catalogue page



BV40001I



BV40005U



BV40009U



BV400141



BV40018U



BV40022I



BV40026U



BV40002I



BV40006I



BV40010U



BV40015I



BV40019U



BV40023U



BV40027I/F



BV40003I



BV40007I



BV40012U



BV40016U



BV40020U



BV40024U



BV40028I



BV40004U



BV40008U



BV40013I



BV40017U



BV40021U



BV40025U



BV40029U

VISUAL INDEX

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BV50001I



BV50002U



BV500031



BV50004U



BV50005I



BV50006U



BV50007U



BV500081



BV50009I/F



BV50010I



BV50011U



BV50012U



BV50013U



BV50014U



BV50015U



BV50016U



BV50017U



BV50018I



BV50019U



BV50020I



BV50021I



BV50022U



BV50023I



BV50024I/F

