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BVLGARI

The Story Behind the Style



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Bulgari's First Signature Design

Every great jewellery house needs a signature design, and for Bulgari its first was the Trombino ring, which was created in 1932. The design was a labour of love for Giorgio



Bulgari, quite literally: it started out as a sketch for a ring with which he hoped to propose to Leonilde Gulienetti. For someone as passionate about jewels as Giorgio, the ring had to be perfect.

His design was for a ring that would elevate the central stone above the band, creating a sense of volume. This prominent setting is what inspired the name Trombino, which translates from Italian as “little trumpeter”, as the profile does indeed look trumpet-like.

He worked purely in white diamonds, as was the fashion at the time. As well as a central stone, diamonds crowded the band, but rather than simply creating a blanket of stones in a pavé setting, Giorgio sought to add a little flair.

In addition to pavé diamonds, he added graduated baguette-cut diamonds that led away from the central stone, almost like a ladder. This placement of baguettes created an even more prominent stage for that elevated central diamond, drawing the eye to it.

Giorgio was delighted with his final design, and steeled his nerves for the proposal. Leonilde must also have been pleased with it, as she agreed to marry him.

So striking was the ring that it soon caught the attention of Rome society, and Giorgio realised that what had started as a personal project had huge potential for his company. And so, he began to produce the Trombino for his clients, and the 1930s design remains popular to this day.

OPPOSITE: An all-diamond and platinum Bulgari Trombino ring, which sold for US\$57,150 at Sotheby's in 2023.



Elizabeth Taylor

One of Bulgari's most famous clients in its La Dolce Vita era – and long afterwards – was Elizabeth Taylor. The American actor first discovered Bulgari when she was filming *Cleopatra* in 1962. Some of the film was shot on location in Italy, and it is said that when she had time between takes, or wished to escape the paparazzi, she would head to Via Condotti to try on Bulgari's masterpieces. When she did, she was allowed to enter through a secret side door that provided her with a private courtyard in which to park.

Taylor was a famous jewellery collector, and often negotiated pieces of jewellery as part of her film contracts. She even published a book about her obsession in 2002 titled *Elizabeth Taylor: My Love Affair with Jewelry*. Therefore, it was little wonder that downtime in Rome led her to Bulgari.

Taylor's portrayal of Cleopatra also helped to make a Bulgari icon truly stratospheric: the Serpenti watch. Although she

didn't wear her watch during filming, she was photographed wearing it on set for a publicity still, and the snake-like design chimed perfectly with the Egyptian theme of the film. Her endorsement of the Serpenti watch transformed a quirky accessory created by a local Roman jeweller into a global icon.

Bulgari wasn't the only burgeoning love affair in Taylor's life at that time. She was also starting a romance with her *Cleopatra* co-star Richard Burton, who would become her

OPPOSITE: Elizabeth Taylor attends a masked ball at Ca' Rezzonico Palace in Venice in 1967, wearing an Alexandre de Paris headdress, and Bulgari jewellery.

BELOW LEFT: Elizabeth Taylor as Cleopatra in the 1963 film of the same name.

BELOW RIGHT: Diamond and sapphire Bulgari jewels owned by Elizabeth Taylor, on display at a Christie's auction preview.





movement made it another record breaker. The ultra-thin minute repeater movement – housed in a titanium case to amplify the sound of the chiming mechanism that is the hallmark of this complication – was 3.12mm thick.

The following year, Bulgari presented another ultra-thin watch. The Octo Finissimo Automatic was not complex in terms of watchmaking, but it set a new record for size as the thinnest automatic watch on the market at 5.15mm, with a movement just 2.23mm tall.

Bulgari's next attempt would break two records. In 2018, it presented the Octo Finissimo Tourbillon Automatic. It was the thinnest automatic watch at 3.95mm, and also the thinnest tourbillon in the world.

The obsession with record-breaking ultra-thin watchmaking rolled on. In 2019, the Octo Finissimo Chronograph GMT became the thinnest mechanical chronograph movement at 3.3mm, set in a 6.9mm titanium case. In 2020, the Octo Finissimo Tourbillon Chronograph Skeleton Automatic

was named the thinnest tourbillon chronograph with a case depth of 3.5mm. And in 2021, the Octo Finissimo Perpetual Calendar became the thinnest perpetual calendar watch at 5mm thick.

In 2022, to mark the 10-year anniversary of the relaunch of the Octo line, Bulgari presented another impressive watch that smashed the others out of the park. The Octo Finissimo Ultra became the thinnest mechanical watch on the planet, with a case size of just 1.8mm.

OPPOSITE: Automatic tourbillon from Bulgari's Octo Finissimo collection.

BELOW LEFT: Bulgari Octo Finissimo Skeleton 8 Days (on left) on display next to an Armin Strom timepiece at an exhibition of Fondation du Grand Prix d'Horlogerie de Genève (GPHG) 2022 award nominees.



BELOW RIGHT: A black ceramic Bulgari Octo Finissimo.



New York

New York was the location of the brand's first international store since Sortirio's early expansion ended. The brand's products were already being sold in the US through an agent, but in 1972 it opened a boutique within the Pierre Hotel on the edge of Central Park.

In America, Bulgari positioned itself as luxury jewellery for women who wanted to have fun. It was tapping into the easy-going seventies zeitgeist. In a campaign starring the American singer Cher, Bulgari described its jewels as "real, but not too serious". In that campaign, Cher was wearing a collection called Stars and Stripes that Bulgari had created to celebrate the Pierre boutique opening. The collection used coral, lapis lazuli, enamel and diamonds to create stars



OPPOSITE: A Bulgari ring with diamonds, sapphires and rubies arranged as the American flag, which was worn by Nancy Reagan in 1986.

BELOW: When Bulgari closed its New York store to refurbish it, the brand covered it in a billboard with a quote from Andy Warhol.



and stripes motifs in reference to the American flag.

Bulgari added pieces to the Stars and Stripes collection throughout the 1970s and into the early 1980s, but today it is a rare find on the secondary market, making it the holy grail for Bulgari collectors.

A special Stars and Stripes ring was made for former First Lady Nancy Reagan to wear at the centenary celebration of the Statue of Liberty. The flag on the gold ring was constructed with rubies, blue sapphires and diamonds. The ring came up for sale at Sotheby's in 2016 and fetched \$319,000.

By the late 1980s, Bulgari had outgrown its Pierre Hotel boutique and moved to a larger location at 730 Fifth