

THĒLIOS

BVLGARI
SU25 COLLECTION



INDEX MENU



01.

SU25 COLLECTION

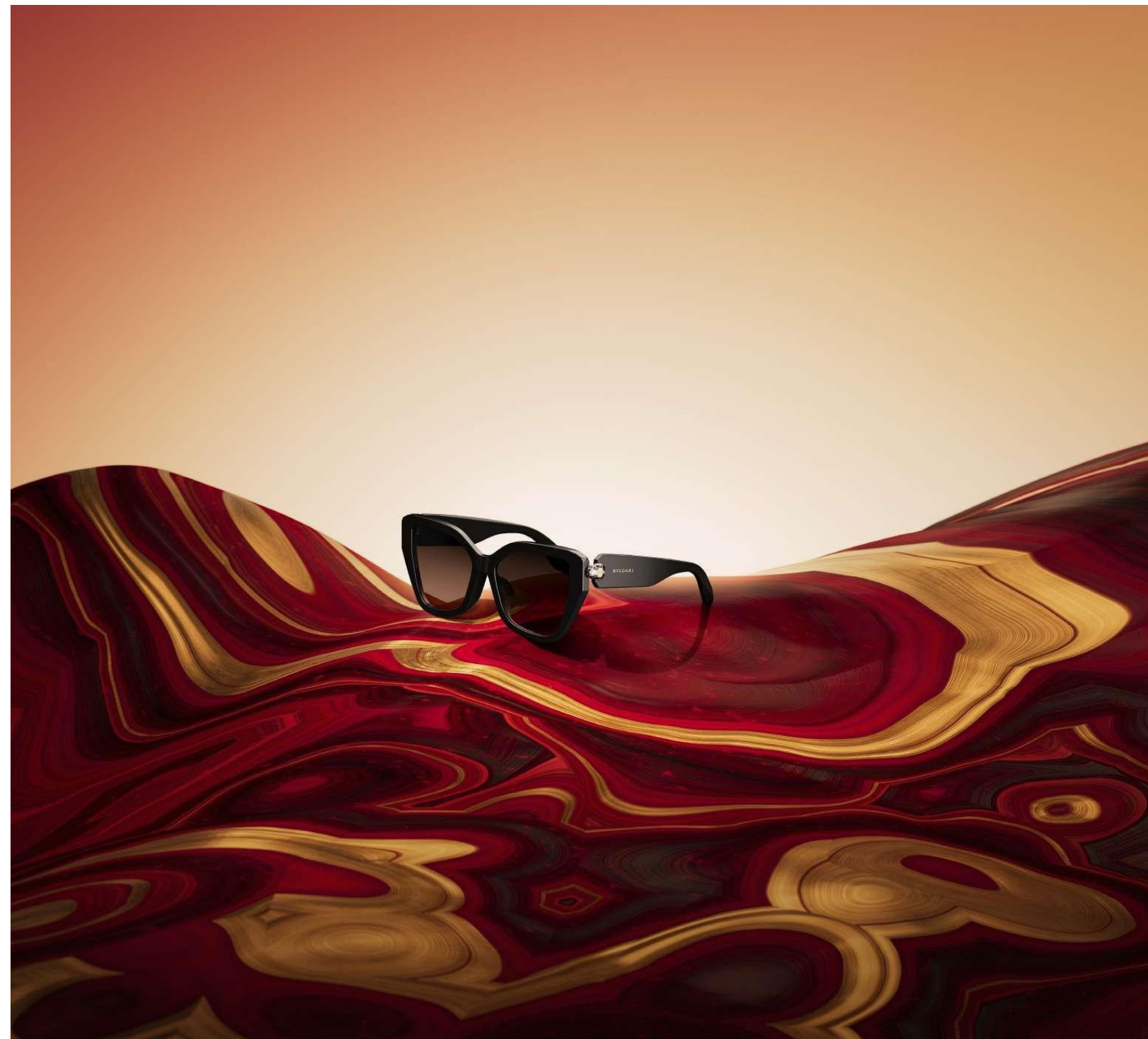


01. Chinese New Year for 2025
THE YEAR OF THE SNAKE



SERPENTIOBSESSION

In the Chinese Zodiac, the Snake is linked to **metamorphosis**, wisdom, and *intuition*.

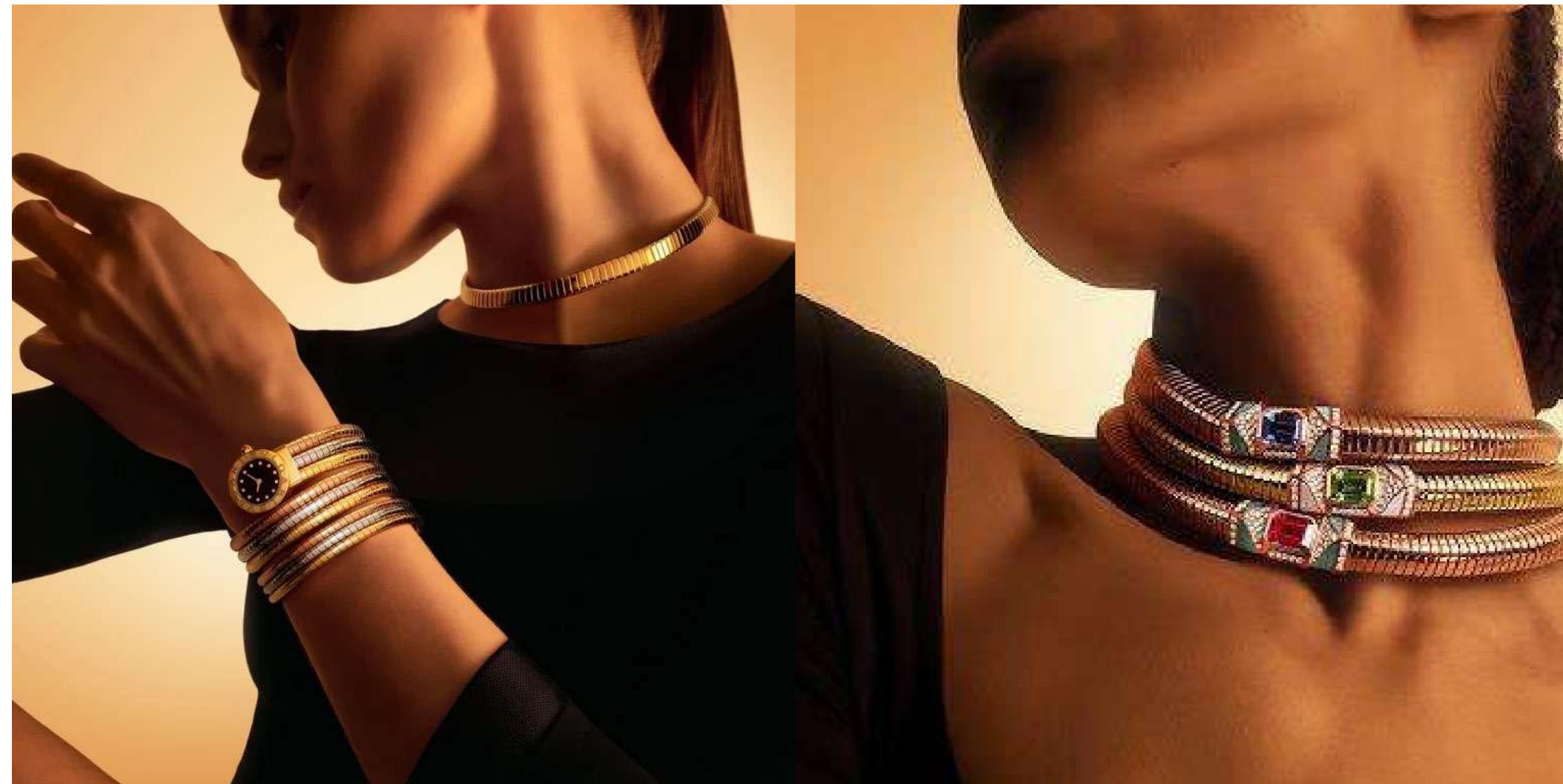


THĒLIOS

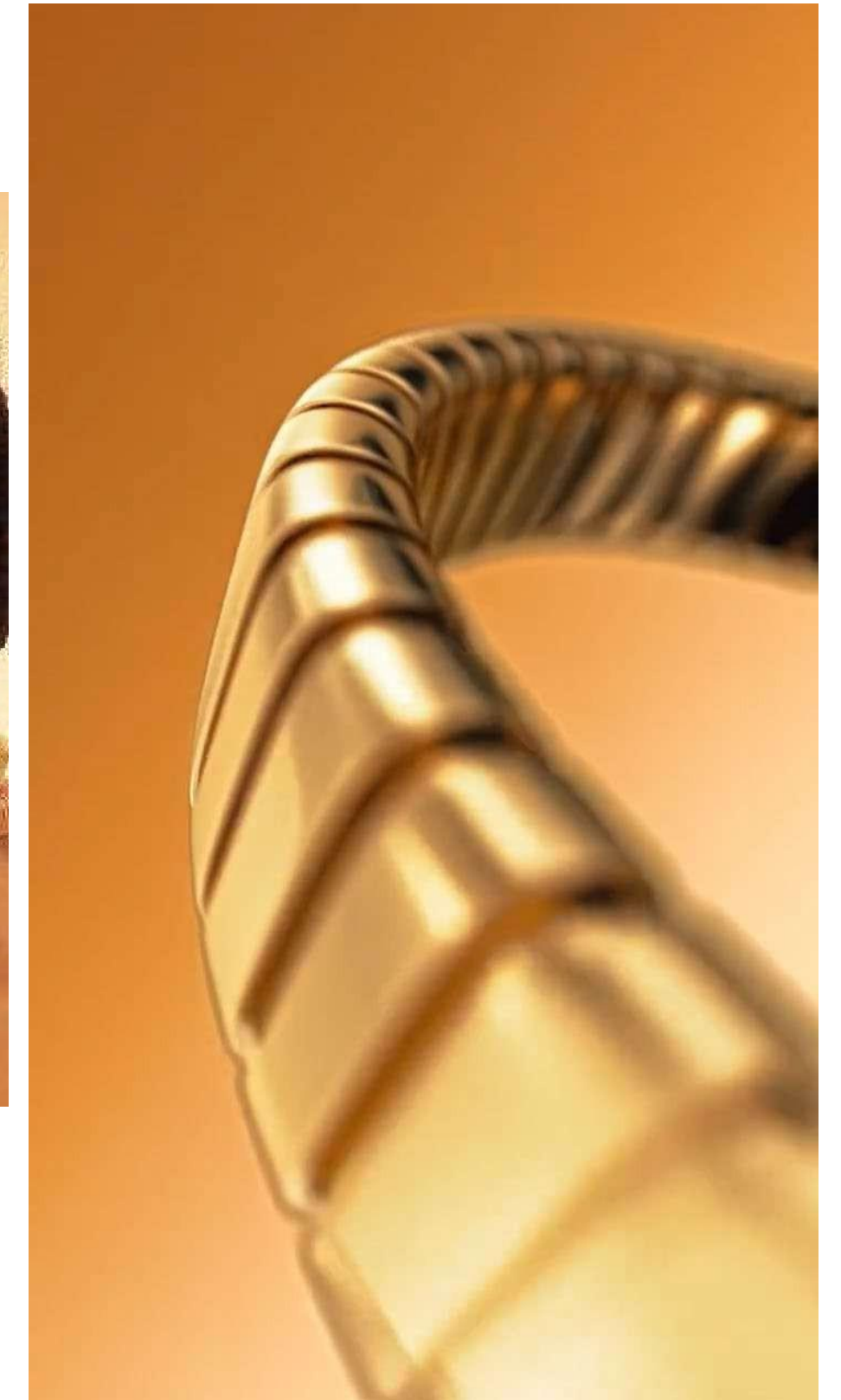
02. A Fusion of Innovation & Timeless Elegance LAUNCH OF TUBOGAS NECKLACE IN THE NEW BVLGARI TUBOGAS COLLECTION



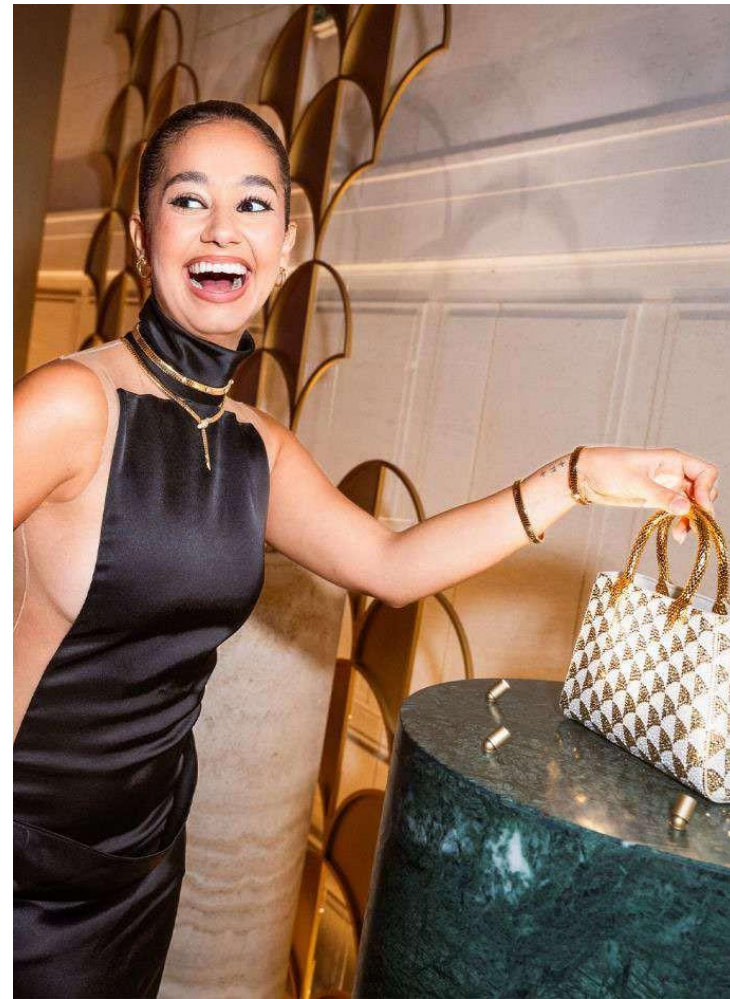
TUBOGAS FLOWER OF TIME NECKLACE
HIGH JEWELRY



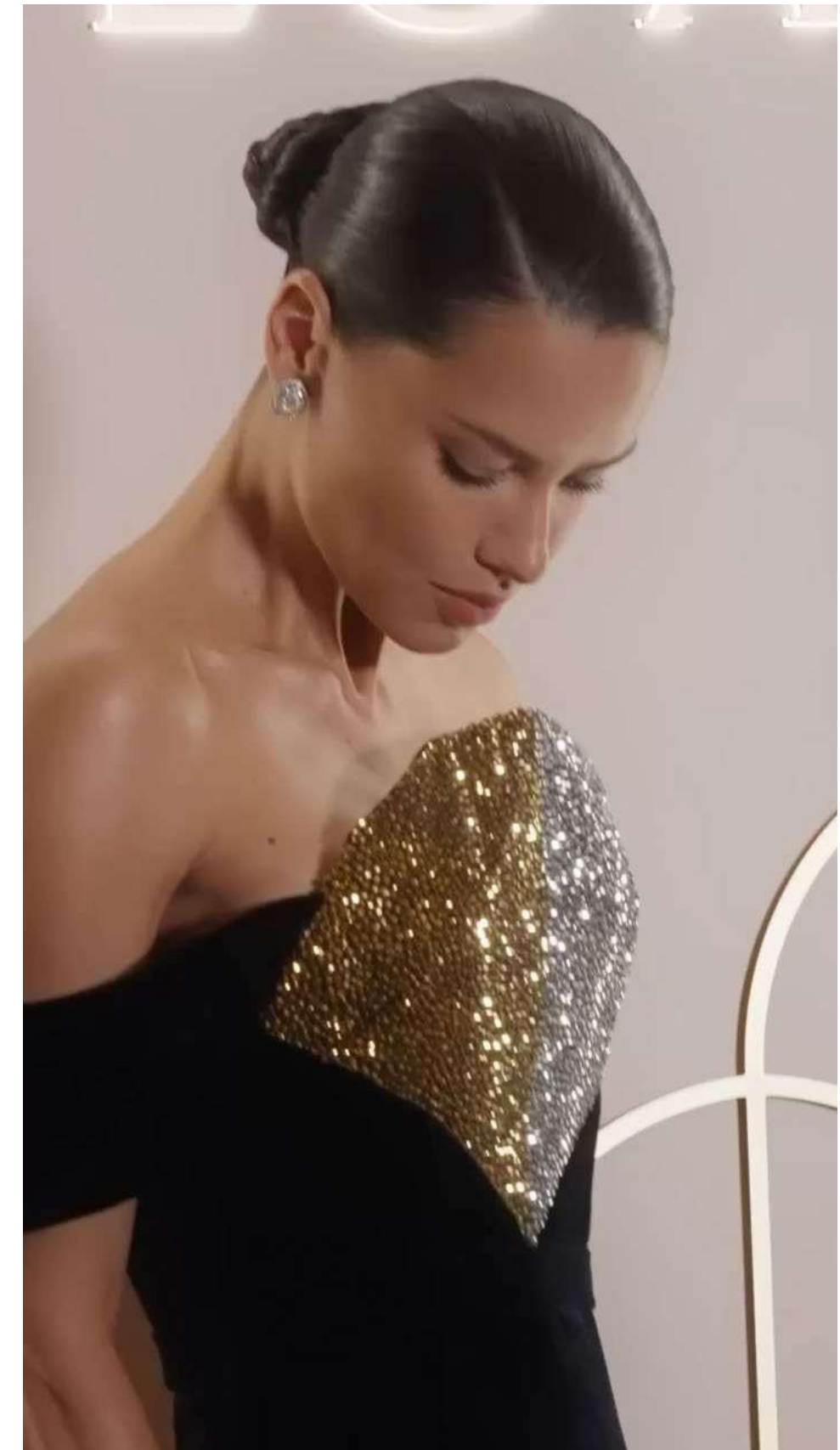
The *newest* Tubogas collection is a homage to Bvlgari's boundless creativity, with the Tubogas technique reimaged with new brilliance. The seamless fusion of **flexibility** & **design**, functionality and aesthetics, defines the *iconic* Bvlgari Tubogas.



03. Launch event for Bvlgari *Calla* Collection ROME MEETS PARIS



BVLGARI launched the new **Calla Collection** at Paris Fashion Week, designed by **Mary Katrantzou** and inspired by the ancient Roman mosaics of the Terme di Caracalla.



MAISON KNOWLEDGE

04 Roman Craft & Paris energy (PFW) FRIENDS OF THE MAISON WITH BVLGARI SUNGLASSES



EYEWEAR COLLECTION KEYPOINTS

01. Refined *rimless* interpretation
TUBOGAS METAL



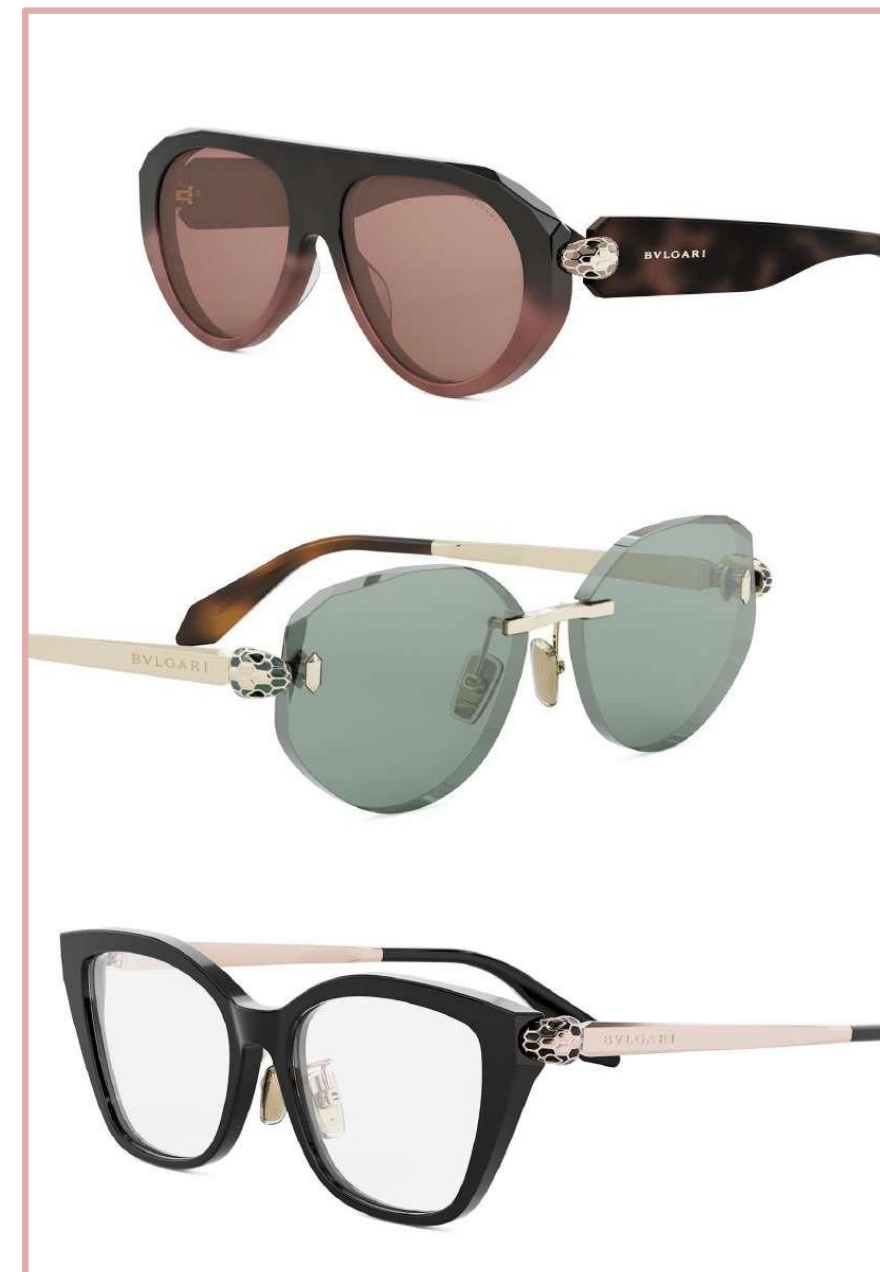
TRENDY BUT CLASSY

02. Enrich our *newest* universe
TUBOGAS ACETATE



ELEGANT OVERSIZE LOOK

03. Strengthen *best-selling* line
SERPENTI FOREVER



SERPENTI OBSESSION

04. Play with our *entry offer*
B.ZERO 1



YOUNG EVERYDAY ANIMATIONS

EYEWEAR COLLECTION KEYPOINTS

01. Strengthen our *newest* line
TUBOGAS ACETATE



EVERYDAY MASCULINE STYLE

02. Growing our *elevated* offer
OCTOFINISSIMO



REFINED SHAPES & BOLD TEMPLES

03. Sport meets luxury
BVLGARI ALUMINIUM



IN LINE WITH THE FINE WATCHES

04. For our *younger* consumer
B.ZERO1



COLOR & SHAPE ANIMATIONS

PRODUCT DEEP DIVE

PRODUCT MIX

15 NEW STYLES

8 SUN (+2 AF)
7 OPT(+2 AF)

MATERIALS

67% Acetate
33% Metal

COLOR ADDITIONS

OPT: 1 Style

MADE IN

ITALY
JAPAN

AVAILABILITIES

- **Availability CS (Fecona): W50** (Mid December 2024)
- **Availability SS (Fecona): W10** (Beg March 2025)
- **Delivery BTQ + KA + WHS (Fecona): W14** (Beg April 2025)

01.

WOMEN SUN STYLES



EYEWEAR COLLECTION OVERVIEW



SERPENTI UNIVERSE

SERPENTI FOREVER



+2 NEW STYLES

BVLGARI LOGO

TUBOGAS



+2 NEW STYLES (+1 AF)

B.ZERO1



+1 NEW STYLE (+1 AF)

BVLGARI



Enrich our *newest* universe

TUBOGAS

+2 STYLES

Existing *offer*



BV40050I | SP25



BV40056U | SP25

THĒLIOS

TUBOGAS

Product Deep Dive



FULL METAL TEMPLES

Trendy but classic low rectangular frame

ELEVATED EVOLUTION



END TIPS FACETED AS GEMSTONES



2.5 microns palladium
2.5 microns gold (24k)

SOFT MIRROR LENS



Same volumes as jewelry

SIGNATURE TECHNIQUE PIONEERED BY BVLGARI

Inspired by 1920s
gas carrier pipes

METAL DETAIL INSERTED ON LENSES



THĒLIOS

RECTANGULAR
BV40057U

32A



32E



32G

LIMITED



~~RX~~ able

BVLGARI SU25 COLLECTION

TUBOGAS | BV40057 U



32A
Gold Frame
Smoke Lenses



32E
Gold Frame
Brown Lenses



32G
Gold Frame
Gold Mirror Lenses
LIMITED

Technical details

U 55 B 15 135 ~~RX-able~~

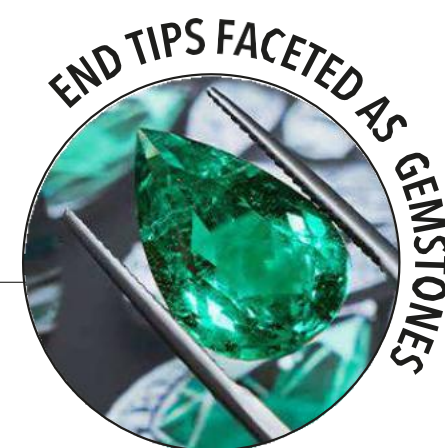
TUBOGAS

Product Deep Dive



FACETATED DETAILS

Oversized chic everyday look
TRENDY EVOLUTION



SQUARE
BV400581/F

01B

56F
LIMITED IN F

81F
LIMITED

RECOGNIZABLE METAL HINGE



Same volumes as jewelry

Signature Bvlgari purple



RX-able

THĒLIOS

BVLGARI SU25 COLLECTION

TUBOGAS | BV40058 I/F



★ **01B**
Shiny Black Frame
Gradient Smoke Lenses



56F
Black Yellow Havana Frame
Gradient Brown Lenses
LIMITED IN F



81F
Shiny Violet Frame
Gradient Brown Lenses
LIMITED

Technical details

	○	⊂	⌒	↔	
I	54	4	17	140	RX-able
F	56	4	15	140	

Strengthen *best-selling* line

SERPENTI FOREVER

+2 STYLES

Existing *offer*



BV40006I | SP24



BV40007I | SP24



BV40026U | SU24



BV40043U | SP25



BV40008U | SP24



BV40009U | SP24



BV40044I/F | SP25

THÉLIOS

SERPENTI FOREVER

Product Deep Dive



Modern rimless with newest temples
BALANCE BETWEEN FASHION & TIMELESS



Snake head hinge



BULGARI GOLD FINISH

EtaS base

2.5 microns palladium
2.5 microns gold (24k)

★ CORE ONLY EMEA



STILL LIFE ADV
BUTTERFLY
BV40059U



Signature Bvlgari *gceen*



High refined perception

THĒLIOS

BVLGARI SU25 COLLECTION

★ CORE ONLY EMEA

SERPENTI FOREVER | BV40059 U



★ **28A**
Shiny Rose Gold Frame
Smoke Lenses
STILL LIFE ADV



33E
Gold Frame
Brown Lenses



33N
Gold Frame
Green Lenses

Technical details

U 58 2 15 140 ~~RX-able~~

SERPENTI FOREVER

Product Deep Dive



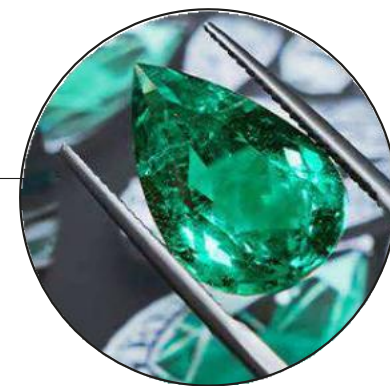
Best-selling line

Bolder evolution in full acetate
FASHION FORWARD CLIENT



STILL LIFE ADV
PILOT
BV40060I

HANDAPPLIED ENAMEL ON SNAKE



GEMSTONES FACETATED DETAILS

DELICATED GRADIENT ACETATES



SNAKE HEAD CLASP INTERPRETATION



01B
ADV



56E



56S
LIMITED



56N
LIMITED
EXCUS



RX-able

THĒLIOS

BVLGARI SU25 COLLECTION

SERPENTI FOREVER | BV40060 I



01B

Shiny Black Frame
Gradient Smoke Lenses
STILL LIFE ADV



56E

Gradient Dark Havana Frame
Brown Lenses



56N

Gradient Green Havana Frame
Green Lenses
EXCLUSIVE USA
LIMITED



56S

Gradient Pink Havana Frame
Dark Pink Lenses
LIMITED

Technical details

I 56 2 16 140 **RX-able**



Play with our *entry offer*

B.ZERO1

+1 STYLE

Existing *offer*



BV40013I | SP24



BV40014I | SP24



BV40027I/F | SU24



BV40047I | SP25



BV40016U | SP24



BV40017U | SP24



BV40046I/F | SP25

B.ZERO1

Product Deep Dive



Young & modern allure
CLASSIC & EVERYDAY



FACETED TEMPLE TIPS



ADJUSTED FITTING AVAILABLE

CAT-EYE
BV40061/F

01B



53F

LIMITED IN F



05E



RECOGNIZABLE BZERO1 DETAIL



MARBLE ACETATE



RX-able

BVLGARI SU25 COLLECTION

★ CORE EMEA/AMERICAS

★ CORE CHINA/APAC

B.ZERO1 | BV40061 I/F



★ **01B**
Shiny Black Frame
Gradient Smoke Lenses



05E
Marble Black Gold Frame
Brown Lenses



★ **53F**
Brown Havana Frame
Gradient Brown Lenses

LIMITED IN F

Technical details

	○	⊂	⌒	↔	
I	54	4	20	140	RX-able
F	56	4	18	140	

01.

WOMEN OPTICAL STYLES



EYEWEAR COLLECTION OVERVIEW



SERPENTI UNIVERSE

SERPENTI FOREVER



+2 NEW STYLES (+1 AF)

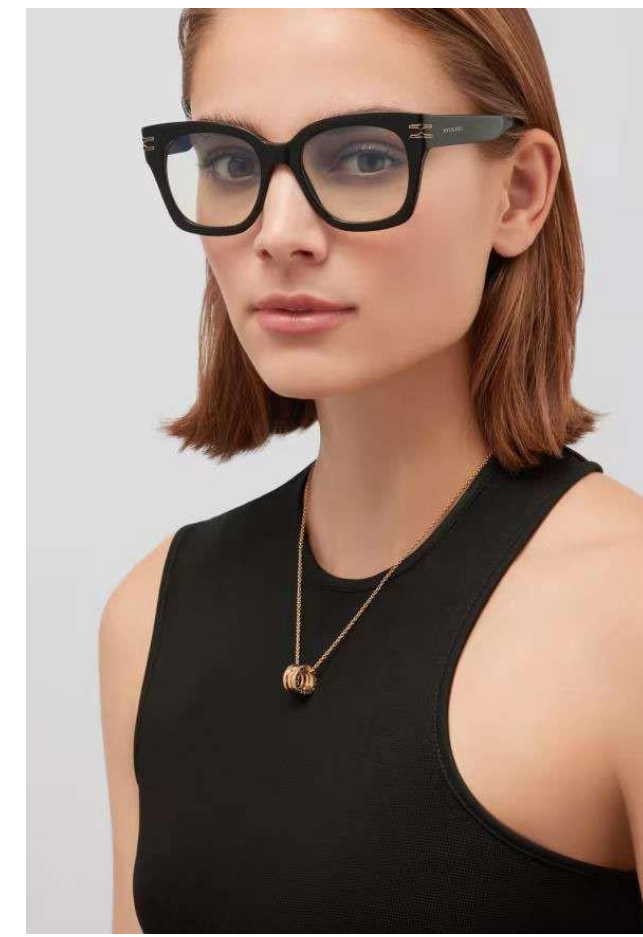
BVLGARI LOGO

TUBOGAS



+1 NEW STYLE

B.ZERO1



+1 NEW STYLE (+1 AF)

BVLGARI



Enrich our *newest* universe

TUBOGAS

+1 STYLE

Existing *offer*



BV50048I | SP25

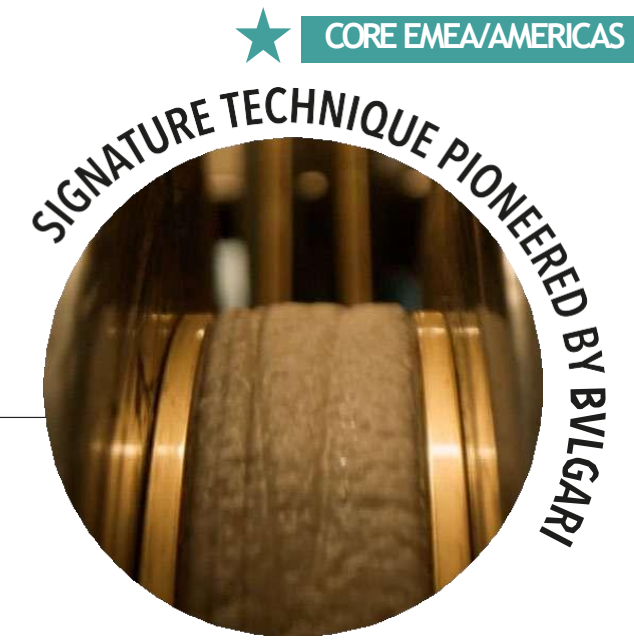
THĒLIOS

TUBOGAS

Product Deep Dive



Classic yet *sophisticated everyday* style



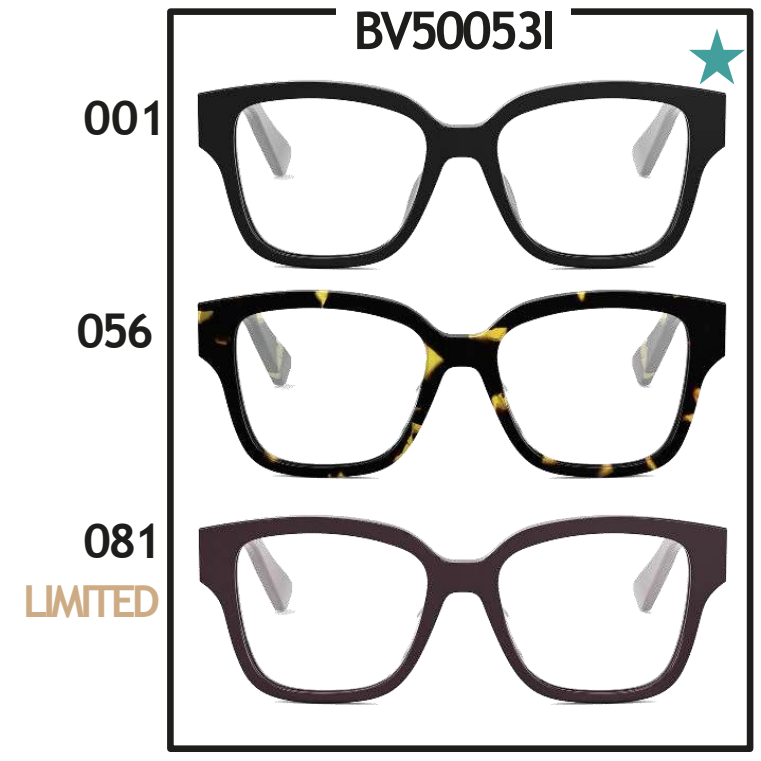
Inspired by 1930s gas carrier pipes



END TIPS FACETED AS GEMSTONES



SQUARE
BV50053I



Signature Bvlgari *purple*



Same volumes as jewellery

52

BVLGARI SU25 COLLECTION

TUBOGAS | BV50053 I



★ 001
Shiny Black Frame



056
Black Yellow Havana Frame



081
Shiny Dark Plum Frame
LIMITED

Technical details

	○	⊂	⌒	↔
I	52		17	140



Strengthen *best-selling* line

SERPENTI FOREVER

+2 STYLES

Existing offer



BV50003I |SP24



BV50004U |SP24



BV50042U |SP25



BV50022U |SU24



BV50021I |SU24

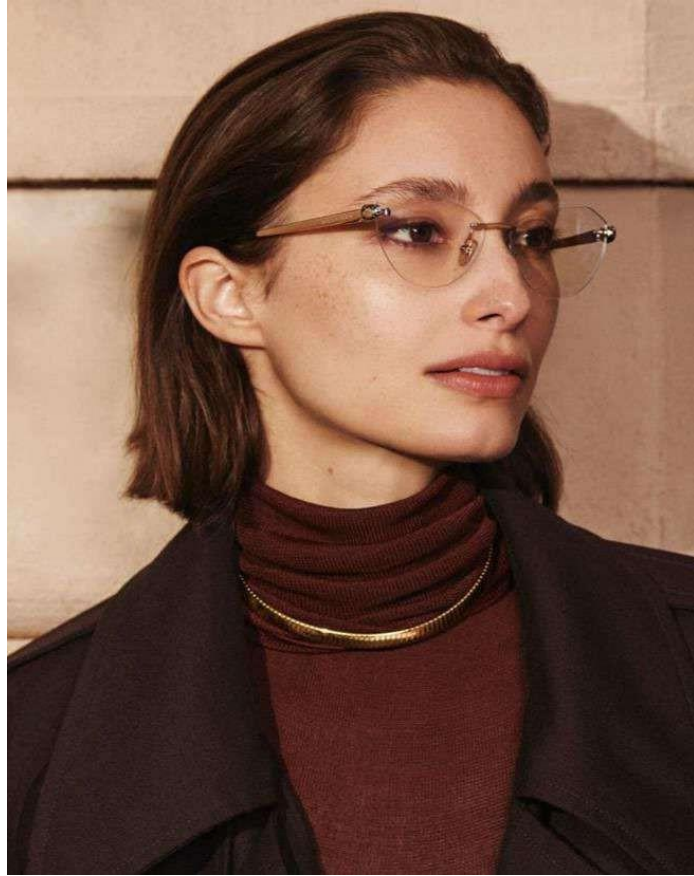


BV50043I |SP25

THĒLIOS

SERPENTI FOREVER

Product Deep Dive



Newest temples in a refined *full metal*
BEST SELLING LINE



HANDAPPLIED ENAMEL ON SNAKE & RIM



BVLGARI GOLD FINISH
EetaS base
2.5 microns palladium
2.5 microns gold (24k)



INSPIRED BY THE LEATHERGOODS UNIVERSE



BUTTERFLY
BV50054U



FACETATED AS GEMSTONES



Comfortable acetate tips

Feminine rose gold



54

BVLGARI SU25 COLLECTION

SERPENTI FOREVER | BV50054 U



010
Shiny Gold & Shiny Black Frame



028
Shiny Rose Gold Frame



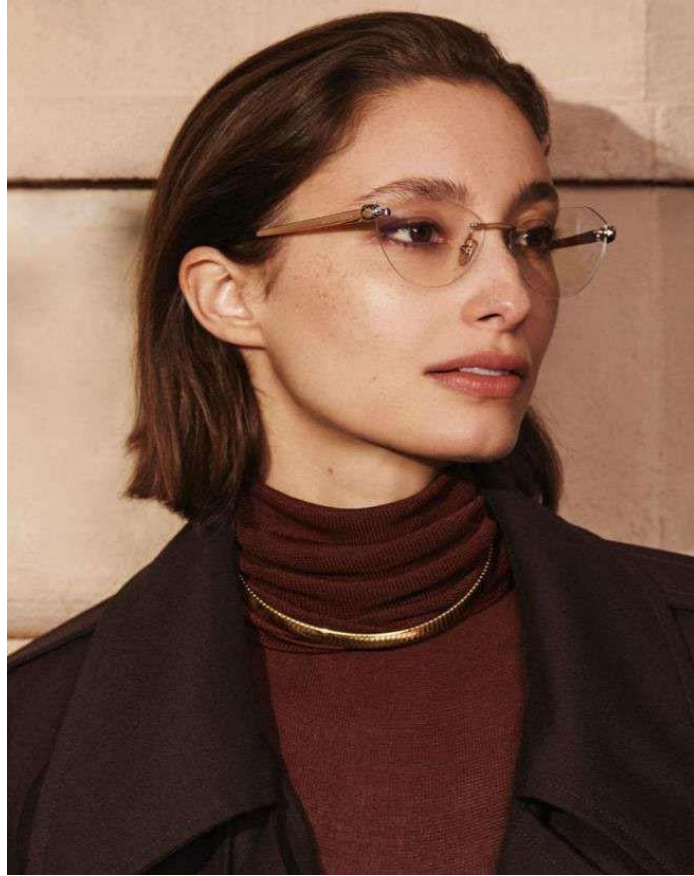
033
Shiny Light Gold Frame

Technical details

U 54 B 16 140

SERPENTI FOREVER

Product Deep Dive



HANDAPPLIED ENAMEL ON SNAKE



2.5 microns palladium
2.5 microns gold (24k)

★ CORE WORLDWIDE

FACETATED AS GEMSTONES



Comfortable acetate tips

First *combi* style with **new** temples
ELEVATED SERPENTI HINGE

SNAKE HEAD CLASP INTERPRETATION



AF WITH METAL NOSE PADS

Feminine & timeless colors



51

THĒLIOS

BVLGARI SU25 COLLECTION

SERPENTI FOREVER | BV50055 I/F
AF WITH METAL NOSE PADS



★ 001
Shiny Black & Rose Gold Frame



052
Dark Havana & Gold Frame



072
Shiny Opaline Pink & Gold Frame
LIMITED

Technical details

	○	⊂	⌒	↔
I	51	4	16	140
F	51	4	16	140

Play with our *entry offer*

B.ZERO1

+1 STYLE

Existing offer



BV50008I | SP24



BV50009I | SP24



BV50023I | SU24



BV50045I/F | SP25



BV50011U | SP24



BV50012U | SP24



BV50046I/F | SP25

THĒLIOS

B.ZERO1

Product Deep Dive



Young & modern allure

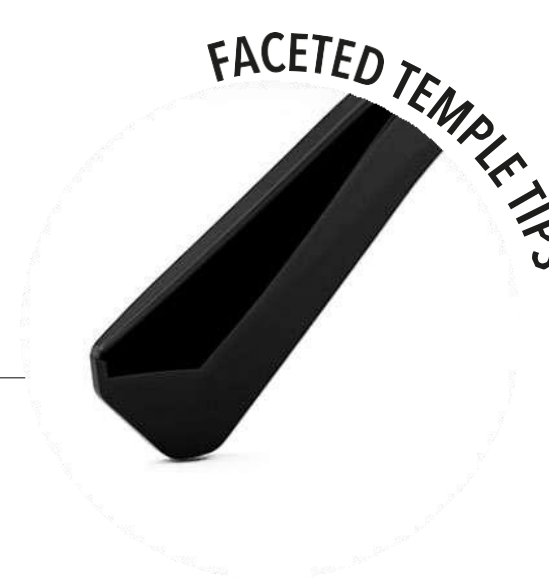
Elevated concept



PANTOS STYLE WITH JEWELRY HINGE



FACETED TEMPLE TIPS



ROUND
BV500561/F

001



LIMITED IN F

053



LIMITED IN I

005



RECOGNIZABLE BZERO1 DETAIL



Elevated Half ring effect on the temples

ADJUSTED FITTING WITH METAL NOSE PADS

MARBLE ACETATE



○ 49

BVLGARI SU25 COLLECTION

B.ZERO1 | BV50056 I/F
AF WITH METAL NOSE PADS



★ 001
Shiny Black Frame



005
Black Gold Marble Frame
LIMITED IN I



053
Brown Havana Frame
LIMITED IN F

Technical details

	○	⊂	⌒	↔
I	49	4	19	145
F	49	4	19	145

01.

MEN SUN STYLES



EYEWEAR COLLECTION OVERVIEW

BULGARI LOGO	OCTO UNIVERSE	BULGARI LOGO	B V L G A R I
TUBOGAS	OCTO FINISSIMO	B.ZERO1	
			
+1 NEW STYLE	+1 NEW STYLE	+1 NEW STYLE	



Strengthen our *newest* line

TUBOGAS

+1 STYLE

Existing offer



BV40054I | SP25



BV40055I | SP25

THĒLIOS

TUBOGAS

Product Deep Dive

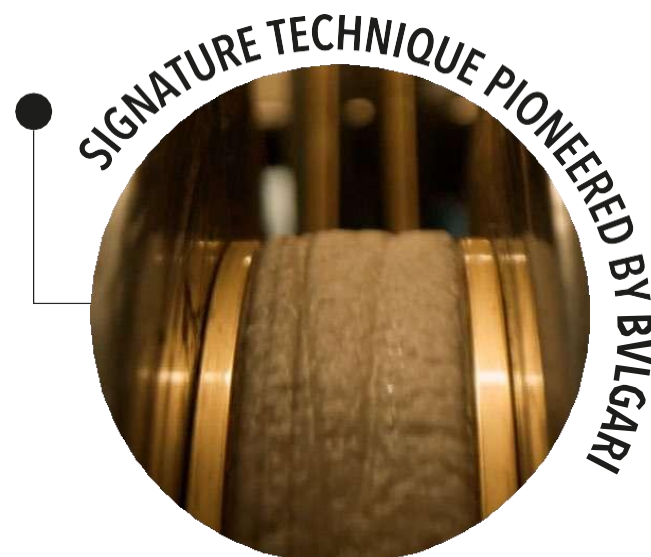


A CLASSIC SQUARE
To expand the offer

COREWIRE ENGRAVED WITH TUBOGAS DETAILS



Same volumes as jewelry



SIGNATURE TECHNIQUE PIONEERED BY BVLGARI

*Inspired by 1920s
gas carrier pipes*



ROUND
BV40063I

03D
POLAR

52E

48E
LIMITED

RX-able

TRANSPARENT ACETATE MIX

FACETED END TIPS



THĒLIOS

BVLGARI SU25 COLLECTION

TUBOGAS | BV40063 I



03D
Black & Crystal Frame
Smoke Polarized Lenses
POLAR LENSES



48E
Shiny Transparent Beige Frame
Brown Lenses
LIMITED



52E
Dark Havana Frame
Brown Lenses

Technical details

I 53 20 150 **RX-able**

Growing our *elevated* offer

OCTO FINISSIMO

+1 STYLE

Existing *offer*



BV40029U | SU24



BV40020U | SP24



BV40019U | SP24



BV40052U | SP25

THĒLIOS

OCTO FINISSIMO

Product Deep Dive



Expand our *titanium* line
ULTRA LIGHT RECTANGULAR



INSPIRED BY AWARD-WINNING TIME PIECE



100% Titanium
made in Japan



Rimless evolution

CLASSIC COLOR PALETTE



Tone on tone logo option



RECTANGULAR
BV40062U

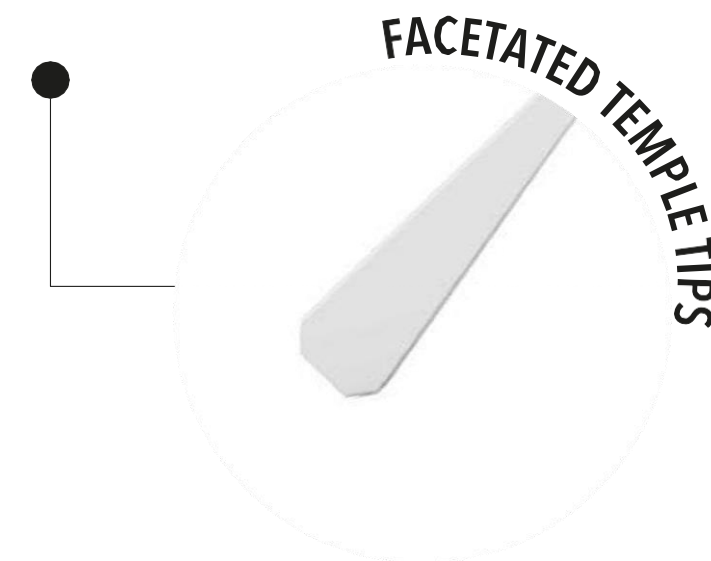
17V

15D
POLAR
LIMITED

13N



New big temples with
RECOGNIZABLE LOGO



FACETATED TEMPLE TIPS

BVLGARI SU25 COLLECTION

OCTO FINISSIMO | BV40062 U



13N
Matte Black Ruthenium Frame
Green Lenses



15D
Matte Black Ruthenium Frame
Smoke Polarized Lenses
POLAR LENSES
LIMITED



17V
Matte Palladium Frame
Blue Lenses

Technical details

U 60 14 145 



For our *younger* consumer

B.ZERO1

+1 STYLE

Existing *offer*



BV40015I | SP24



BV40028I | SU24



BV40018U | SP24



BV40040I | FW24

B.ZERO1

Product Deep Dive



Young & *modern allure*

EXPAND OUR EVERYDAY UNIVERSE

Timeless shapes in a best-selling Line



Now in a small rectangular

RECTANGULAR
BV40064I

01A



52E



81V
LIMITED



New *Aubergine* color
SEASONAL CODE

TRANSPARENT TEMPLES



FACETED END TIPS

BVLGARI SU25 COLLECTION

B.ZERO1 | BV40064 I



01A
Shiny Black Frame
Smoke Lenses



52E
Dark Havana Frame
Brown Lenses



81V
Shiny Transparent Violet Frame
Blue Lenses
LIMITED

Technical details

I 50 23 145 **RX-able**

01.

MEN OPTICAL STYLES



EYEWEAR COLLECTION OVERVIEW

BVLGARI LOGO

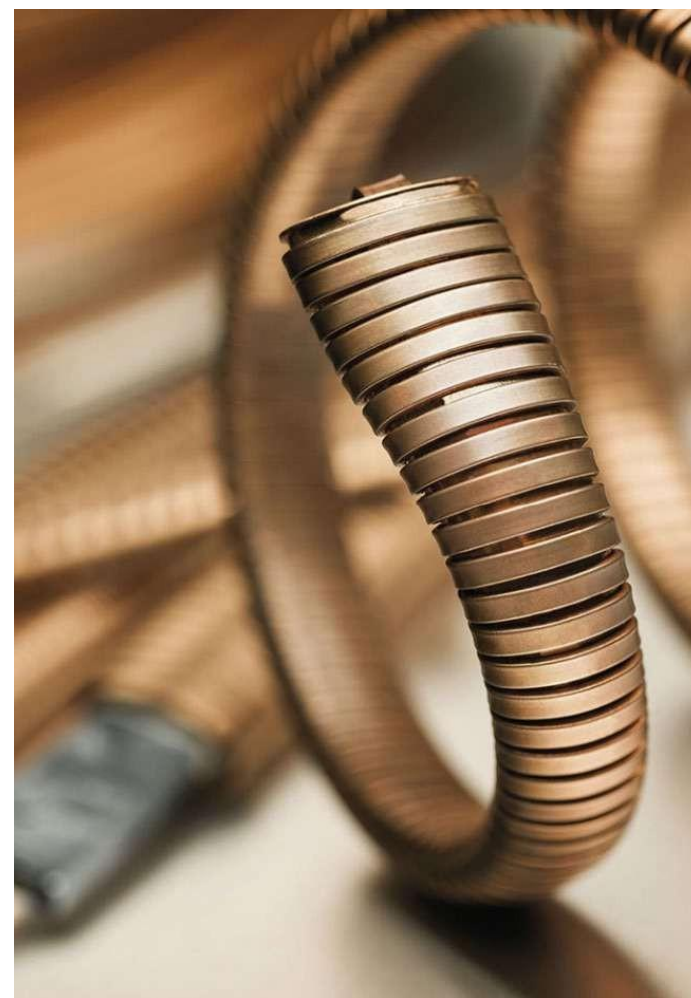
BVLGARI ALUMINIUM



+1 NEW STYLE

BVLGARI LOGO

TUBOGAS



+1 NEW STYLE

OCTO UNIVERSE

OCTO FINISSIMO



+1 NEW STYLE

BVLGARI LOGO

B.ZERO1



+1 COLORADD

BVLGARI

Sport *meets* luxury



BVLGARI ALUMINIUM

+1 STYLE

Existing *offer*



BV50018I | SP24



BV50019U | SP24



BV50050I | SP25

BVLGARI ALUMINIUM

Product Deep Dive



Rubber+ Aluminium

RIMLESS INTRODUCTION

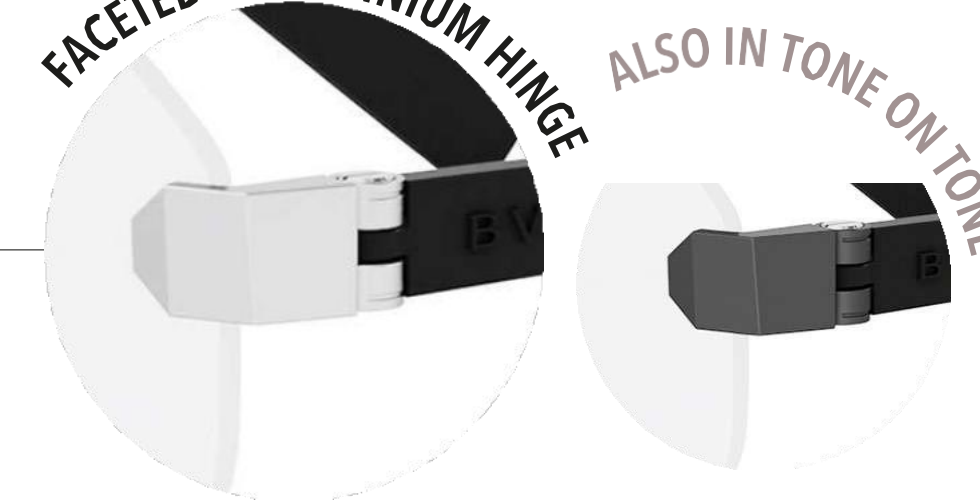


TIMEPIECE INSPIRATION



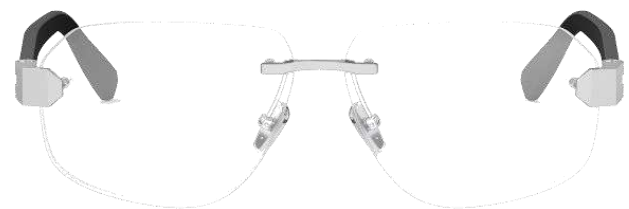
FACETED ALUMINIUM HINGE

ALSO IN TONE ON TONE

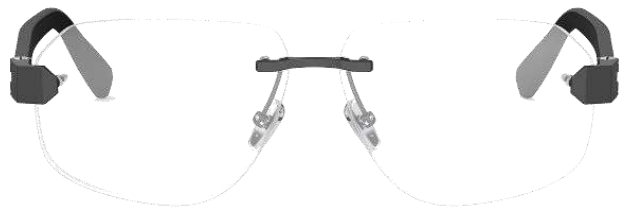


ROUND
BV50058U

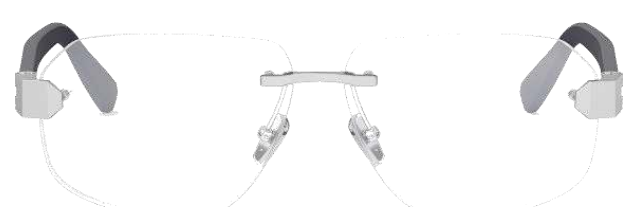
017



013



016



COMFORTABLE RUBBER TIPS



BVLGARI SU25 COLLECTION

BVLGARI ALUMINIUM | BV50058 U



013

Matte Black Ruthenium Frame



016

Matte Palladium & Blue Frame



017

Matte Palladium & Black Frame

Technical details

U	60	B	11	145
---	----	---	----	-----

Strengthen our *newest* line

TUBOGAS

+1 STYLE

Existing *offer*



BV50052I | SP25



BV50051I | SP25

TUBOGAS

Product Deep Dive



SQUARE
BV50059I

001
052
048
LIMITED



EVOLUTION OF OUR NEW CONCEPT

Now in timeless square



TUBOGAS ENGRAVED COREWIRE

Same volumes as jewellery



TRANSPARENT TEMPLES

FACETED END TIPS



BVLGARI SU25 COLLECTION

TUBOGAS | BV50059 I



003
Black & Crystal Frame



048
Shiny Transparent Beige Frame
LIMITED



052
Dark Havana
Black & Crystal Frame

Technical details

I 55 B 16 150



Growing our *elevated* offer

OCTO FINISSIMO

+1 STYLE

Existing *offer*



BV50025U | SU24



BV50015U | SP24



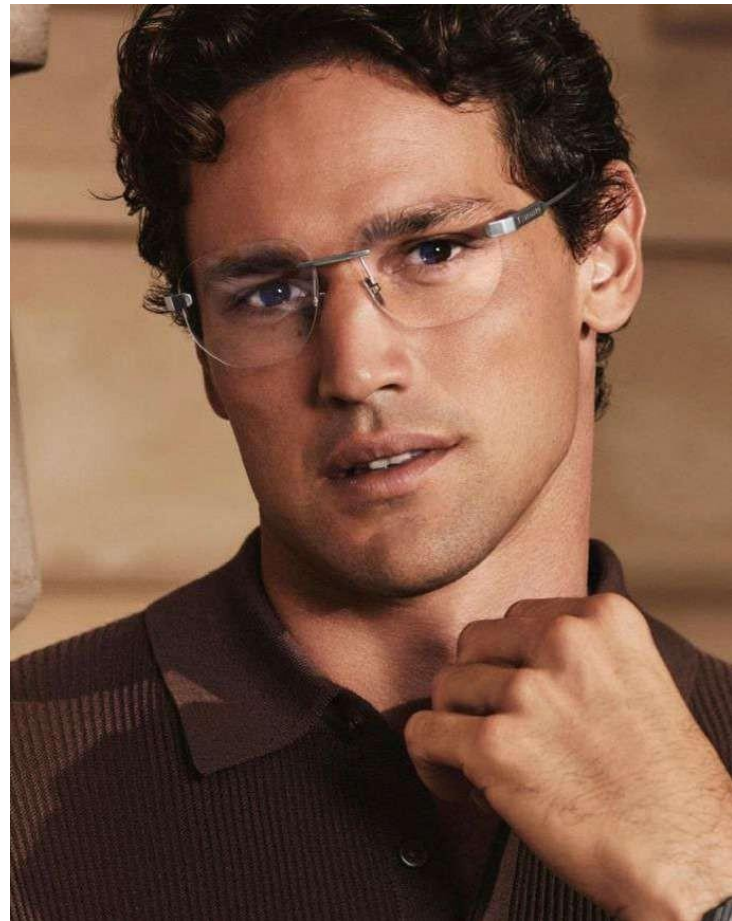
BV50016U | SP24



BV50049U | SP25

OCTOFINISSIMO

Product Deep Dive



Expand our *titanium* line
EVOLUTION NOW IN FULL RIM



100% Titanium
made in Japan



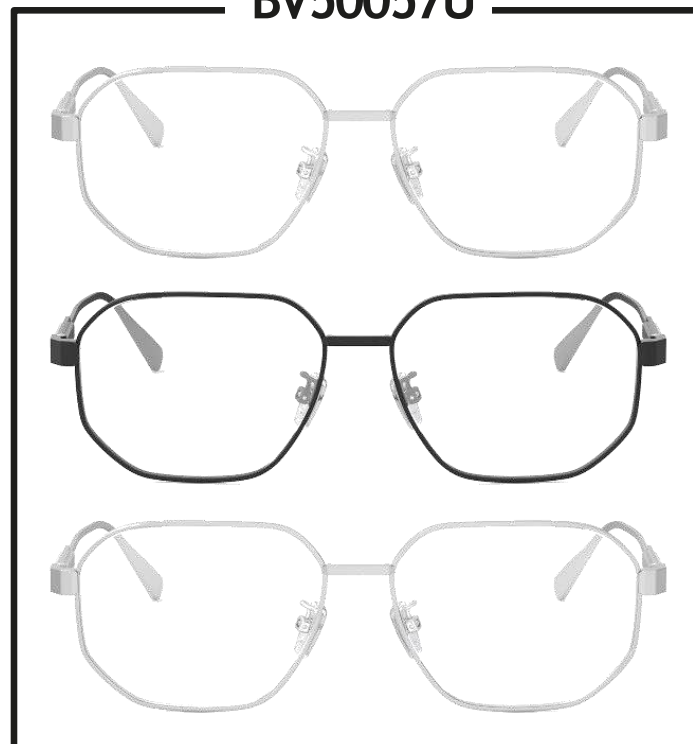
FACETATED TEMPLE TIPS



Tone on tone
logo option

GEOMETRIC
BV50057U

017
013
016
LIMITED



New big temples with
RECOGNIZABLE LOGO

56

THĒLIOS

BVLGARI SU25 COLLECTION

OCTO FINISSIMO | BV50057 U



013

Matte Black Ruthenium Frame



016

Shiny Palladium & Gold Frame

LIMITED



017

Matte Palladium Frame

Technical details

U 56 B 15 145



For our *younger* consumer

B.ZERO1

Existing offer



BV50010I | SP24
+1 COLORADD



BV50013U | SP24



BV50033I | FW24



BV50040F | FW24



BV50014U | SP24



BV50024I/F | SU24



BV50034I | FW24



BV50041F | FW24

THĒLIOS

BVLGARI SU25 COLOR ADDITION

B.ZERO1 | BV50024I

NEW COLOR SU25

BV50024I
+1 NEW COLOR

BEST SELLER #3 WORLDWIDE

● *New Aubergine color*
SEASONAL CODE IN LINE WITH SUN



081
Shiny Transparent Aubergine frame
LIMITED



○ 50 ✕ 21 ⇄ 145 Ⓜ 4

CARRY-OVERS



001



052



020

01.

RECAPS



COLLECTION ARCHITECTURE

Bvlgari Woman SUN | 5 NEW STYLES

TUBOGAS

+2 STYLES (+1AF)



BV40057U
3 COLORS



BV40058I/F, 3
COLORS

SERPENTI FOREVER

+2 STYLES



BV50059U,
3 COLORS SU25
ADV



BV50060I,
4 COLORS
SU25 ADV

B.ZERO 1

+1 STYLE (+1AF)



BV50061I/F,
3 COLORS

ALL PRICES INDICATED ARE SUGGESTED RETAIL PRICES (SRP)

COLLECTION ARCHITECTURE

Bvlgari Woman OPTICAL | 4 NEW STYLES

TUBOGAS +1 STYLE



BV50053I,
3 COLORS

SERPENTI FOREVER +2 STYLES (+1AF)



BV50054U,
3 COLORS



BV50055I/F,
3 COLORS

B.ZERO 1 +1 STYLE (+1AF)



BV50056I/F,
3 COLORS

ALL PRICES INDICATED ARE SUGGESTED RETAIL PRICES (SRP)

COLLECTION ARCHITECTURE

Bvlgari Man SUN | 3 NEW STYLES

TUBOGAS
+1 STYLE



BV40063I,
3 COLORS

OCTOFINISSIMO
+1 STYLE



BV40062U,
3 COLORS

B.ZERO1
+1 STYLE



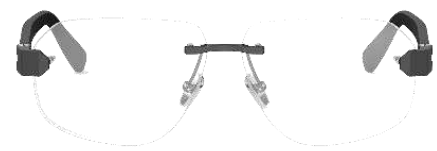
BV40064I,
3 COLORS

ALL PRICES INDICATED ARE SUGGESTED RETAIL PRICES (SRP)

COLLECTION ARCHITECTURE

Bvlgari Man OPTICAL | 3 NEW STYLES & 1 CAO

BVLGARI ALUMINIUM
+1 STYLE



BV50058U,
3 COLORS

TUBOGAS
+1 STYLE



BV50059I,
3 COLORS

OCTO FINISSIMO
+1 STYLE



BV50057U,
3 COLORS

B.ZERO1
+1 CAO



COLOR ADD
BV50024I,
1 COLOR

ALL PRICES INDICATED ARE SUGGESTED RETAIL PRICES (SRP)

CORE OFFERSUN

Bvlgari SU25 Training

CORE OFFER IS FLAGGED INSIDE THE PRESENTATION : ★ CORE WORLDWIDE

EMEA/AMERICA

W

B.ZERO1
BV40061I



53F

ONLY
EMEA

W

SERPENTI FOREVER
BV40059U



28A

CHINA/APAC

W

TUBOGAS
BV40058F



01B

W

B.ZERO1
BV40061F



01B

CORE OFFER OPTICAL

Bvlgari SU25 Training

CORE OFFER IS FLAGGED INSIDE THE PRESENTATION : ★ CORE WORLDWIDE

WORLDWIDE

W

SERPENTI FOREVER
BV50055I/F



001

EMEA/AMERICA

W

TUBOGAS
BV50053I



001

CHINA/APAC

W

B.ZERO1
BV50056F



001